



SPECWORK



Knowledge for Creating & Sustaining the Built Environment
CSINet - Home of The Construction Specifications Institute

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"The Business Case for Branding" JOINT MEETING WITH NAWIC ARKANSAS

Guest Speaker

Samantha Hartley of Enlightened Marketing

Meeting Date: March 18, 2008

TUESDAY

Location: [Wyndham Hotel](#)

(North Little Rock)

Time: 6:00 Program/Dinner

Cost: \$18 Dinner and Presentation



Samantha Hartley of Enlightened Marketing works with successful socially responsible business owners who still struggle with peaks and valleys in their businesses.

By identifying and communicating their unique benefits with strong branding, her clients consistently attract more customers, deliver their value and increase profits.

"Mission of CSI:

Advance the process of creating and sustaining the built environment."

CSI is a national association dedicated to creating standards and formats to improve construction documents and project delivery. The organization is unique in the industry in that its members are a cross section of specifiers, architects, engineers, contractors and building materials suppliers.

From CSI Website: csinet.org

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WYNDHAM HOTEL IS LOCATED AT 2 RIVERFRONT PLACE IN
NORTH LITTLE ROCK

DINNER RESERVATION "NOSHOWS" WILL BE BILLED AT FULL PRICE

RSVP BY NOON ON FRIDAY, March 14th

MARCH MONTHLY MEETING
JOINTLY HELD WITH NAWIC
“The Business Case for Branding”
By Samantha Hartley

The Business Case for Branding

Major corporations like Coca-Cola, Nike and Starbucks know the key to big profits is cutting through the clutter to get your message heard. What most people don't know is the same skills that make billionaires can be used in small business.

The secret is branding, one of the most misunderstood aspects of marketing. Branding is more than logos and a polished image. Done right, a well-branded small business will attract an abundance of perfect clients who are more loyal, pay higher prices and are a joy to work with. Long term, that loyalty will lead to increased profits, more payouts to partners and a high valuation of your business should you decide to sell.



Samantha Hartley

Marketing expert Samantha Hartley has equipped business owners around the world to be better marketers with her dynamic speeches and workshops. Working interactively and with vivid, real-world examples, Samantha provides her audiences practical takeaways they can "start using tomorrow."

During this empowering talk, you'll enjoy interactive exercises to learn:

- What branding is, and is not.
- What happens when a company ignores the branding process?
- How does branding benefit a business?
- Learn how the four-step process of positioning your brand can help you to:
 - Identify and work exclusively with ideal clients.
 - Discover the portfolio of benefits you offer.
 - Make and credibly support bold claims.
 - The business case: why small business owners should care about their brands.
 - How to get started branding your small business.



You'll leave this seminar inspired to leverage the strengths of your own brand!

Guest Speaker: Samantha Hartley of Enlightened Marketing

Samantha Hartley of Enlightened Marketing works with successful socially responsible business owners who still struggle with peaks and valleys in their businesses. She helps them to operate and grow more consciously and effectively and to increase sales without selling out.

By identifying and communicating their unique benefits with strong branding, her clients consistently attract more customers, deliver their value and improve profitability. In addition, they feel a greater sense of control, direction, clarity and confidence about what they're doing and therefore become more joyful business owners.

Before starting her own consulting business, Samantha worked in international marketing for small startups and, later, The Coca-Cola Company, for whom she was based in Russia. Samantha went on to head up Strategic Channel Marketing for Asia while at Coke headquarters in Atlanta, Georgia.

Samantha has developed brands and marketing plans for numerous small businesses in the US and abroad. She offers marketing solutions for budgets of all sizes, including custom consulting projects, group and individual mentoring programs, teleseminars and a free ezine.

PRESIDENT'S MESSAGE

MARK EDDS, CSI, CDT

March 2008

With a new year comes change. And LRCSI has really seen some change so far this new year....

One nice change we've experienced is a fresh, brand new website that has current information! Our new web address is www.csiLittleRock.org, so add this address to your favorites! Cynthia Toney created our new website and Clark Wood will be helping to maintain it and keep it up to date. Please thank both of them for their hard work and dedication to CSI! The website will get even better over time and we really hope it will be a useful tool for everybody. If you have old LRCSI pictures, we would love to post them!



I encourage each of you to vote in the CSI election. You should have received your paper ballot in the mail by now. Please take a few minutes to vote. You can even vote online at www.csinet.org. This is an important election as we are once again voting on governance. Also, another item on the ballot is Gulf States Region Institute Director. Inform yourself on the candidates and make your decision. Most of all – please vote!

A special thanks to ASHRAE Arkansas for hosting our February joint meeting this year at Next Level Events. We are looking forward to our joint meeting with NAWIC on March 18 at the Wyndham Hotel. Be sure and mark your calendar now. More information can be found on this meeting in this newsletter.

The Gulf States Region Conference is fast-approaching. This year's conference will be held on May 2-3 in Pensacola, FL. More information can be found at the GSR website (<http://www.csiwse.org/csi/11000>). If you are interested in attending, please let me know. As always, we will have a great time!

LRCSI FY08 Motto – “RECRUIT, RETAIN, REENERGIZE!”

Mark T. Edds, CSI, CDT
LRCSI Chapter President



“In 1948, a group of specification writers organized the Construction Specifications Institute (CSI) for the purpose of “. . . improving specification practices in the construction and allied industries.” CSI soon developed a standard method for organizing project specifications that became the foundation for what is now a comprehensive construction communications system. In 1961, CSI published “A Tentative Proposal for a Manual of Practice for Specification Writing Methods.” This study eventually led to the publication of the first *Manual of Practice* in 1967. During this same period, the American Institute of Architects (AIA) adopted the title “Project Manual” instead of the then commonly used title of “Specifications.” The purpose was to emphasize that the book of specifications contained more than the name implied and distinguished the written documents from the drawings. Use of the term “Project Manual” and its definition have since gained acceptance in the construction industry as standard terminology and as a guiding concept.”

Source: *Module 0 Preface, The Project Resource Manual—CSI Manual of Practice, Fifth Edition, p. xxvii.*

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Vice Chair: Mark Edds, CSI,
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Technical—Topic Submitted by Karl Hanson, CSI, CCS, CCCA

REPRINT—NEWS RELEASE
DATED JANUARY 29, 2008

Masonry Inspection and Testing Reference Updated

The International Code Council and the National Concrete Masonry Association (NCMA) are publishing the third edition of *Inspection and Testing of Concrete Masonry Construction*. Updated to reference both the 2003 and 2006 editions of the *International Building Code (IBC)*, the manual provides an in-depth look at masonry inspections with the use of photos, graphics and checklists. It also includes new placement and testing information on self-consolidating grout, and provisions for continuous and periodic special inspections.

“Here in one volume are the 2003 and 2006 International Building Code requirements for inspection and testing of masonry structures and materials,” said NCMA Director of Technical Publications Dennis Graber. “This publication is not only a terrific resource for field inspection and laboratory technicians but also for designers as it contains a lot of the background information regarding the code requirements.”

In addition to referencing the IBC, *Inspection and Testing of Concrete Masonry Construction* references requirements in the 2005 Building Code for Masonry Structures (ACI 530/ASCE 5/TMS 402) and Specifications for Masonry Structures (ACI 530.1/ASCE 6/TMC 602).

“This publication is a great tool for conducting consistent, high-quality inspections. It offers the best information on how to inspect masonry at various stages of construction,” said International Code Council Senior Vice President of Business and Product Development Mark Johnson. “It is a must-have tool for masonry designers and inspectors.”

Available in February, *Inspection and Testing of Concrete Masonry Construction* can be purchased here (<http://www.iccsafe.org/e/category.html>) or by calling 1-800-786-4452. The manual also is available from NCMA at secure.ncma.org/source/orders/index.cfm or 703-713-1900.

The International Code Council, a membership association dedicated to building safety and fire prevention, develops the codes used to construct residential and commercial buildings, including homes and schools. Most U.S. cities, counties and states choose the International Codes, building safety codes developed by the International Code Council.

NCMA is the national trade association representing the concrete masonry industry. It offers a variety of technical services and design aids through publications, computer programs, slide presentations and technical training.

Contact Jennifer Gibson: 1-888-ICC-SAFE (422-7233) ext. 4224

Contact Jennifer Gibson:
1-888-ICC-SAFE (422-7233)
ext. 4224

Reprinted from: International Code Council News Release dated January 29, 2008.
<http://www.iccsafe.org/news/nr/2008/0129NCMA.html>

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FEBRUARY MONTHLY MEETING WITH ASHRAE

Many thanks to Bill Harrison, ASHRAE President-Elect and President of Trane Arkansas, for his presentation on sustainable construction practices and applications, at the joint meeting in February.

He discussed the following:

1. Definition of Net Zero Energy Buildings.
2. Building energy performance metrics.
3. Resources for High Performance Building design.

Table Tops for March Meeting

Arkansas Ready-Mixed Concrete Association

Provided by Rita Madison

Educational Materials and Information about the American Concrete Institute

Malmstrom White Company Lighting Services

Provided by Jim Saldivar

Information on Lighting Products and Services

5 Reasons Why Students Should Take the CDT Exam

1. Impress your future employer.

Get a leg up on your job-hunting competition. Potential employers will be impressed that you have started your venture into the professional world. You will have proven that you know the construction process and understand construction documents. Employers may be more inclined to hire you because you will not need the same depth of on-the-job training that other candidates will.

2. Knowledge you can rely on.

Studying for the CDT, you learn the recommended best practices for the construction industry. You are already in a learning/test taking environment, so preparing for the exam will not be a culture shock.

3. Set yourself apart from the rest!

Impress recruiters by using the CDT credential on your resume and cover letters.

4. Investment in your future.

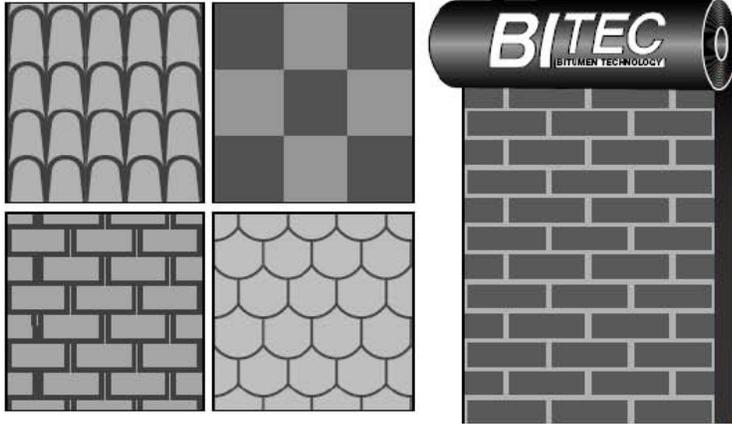
Apply at the discounted student registration rate. See the application form for details.

5. Join an elite group.

As a CDT, you become part of an elite group of professionals. Your name is listed in the annual CSI directory and on internet directories so that when people need qualified professionals, they will turn to you.

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MEMBERSHIP IN LITTLE ROCK CHAPTER CSI

“Recruit, Retain, Reenergize!”

**Happy Anniversary
Renewal Reminders**
(for those who have not already renewed)

DON'T FORGET TO RENEW YOUR MEMBERSHIP WITH LITTLE ROCK CSI



“The Project Resource Manual (PRM): The PRM provides detailed information on the participants, skills, and tasks necessary to plan, design, and construct a facility. It covers the entire building life cycle, from conception to de-commissioning. Learn more about the PRM or order it in CSI's Bookstore.

http://www.csinet.org/s_csi/doc_bookstore.asp?TRACKID=&CID=333&DID=9393

CSI: Strengthening the lines of communication among the four teams -- Designer, Constructor, Supplier and Owner. The national organization has more than 15,000 members, including architects, engineers, specifiers, suppliers, contractors, and product manufacturers. This organization of industry-wide membership has resulted in an improved communication and unprecedented teamwork benefiting all who are involved in nonresidential construction.

CSI Website: csinet.org

Little Rock Chapter Dues:

Professional/Industry/Assoc \$ 40
Student \$ 5
Retired \$ 5

Industry Dues:

Professional/Industry/Associate \$220
Student \$ 27
Intermediate \$100

SUMMARY OF MINUTES—FEBRUARY 2008 BOARD MEETING

Academic Affairs: There are currently 16 applicants who have applied for the scholarship.

Certification: The CDT and CCCA study courses have begun at UALR.

Fundraising: September 5 is the date of the CSI golf tournament at the Country Club of Arkansas.

Website: The new website address is www.csilittlerock.org. We will begin selling ads for the newsletter and website in July, 2008.

Next Chapter Meeting: March 18, 2008, Wyndham Hotel, Joint NAWIC meeting.

Next Board Meeting: March 5, 2008, ASCO Hardware, 12:00 PM.





Mr. Wolfe Goes to Washington

CSI—ONLINE INSERT

Sheldon Wolfe, RA, FCSI, CCS, CCA, joined CSI's Board of Directors as a director from the North Central Region in July 2005. He now writes "Mr. Wolfe Goes to Washington" for the benefit of CSI's chapters, and encourages chapter newsletter editors and webmasters to download the articles for use in their publications.

Lost Souls

"Mr. Wolfe Goes to Washington is a series of articles that will give members a look at what an Institute director does, and what CSI's Board of Directors is doing," Wolfe said. "One of my goals as Institute director is to tell our members what an Institute director does, and what CSI's Board of Directors is doing. Topics will include Board operations, discussions, and policies; Institute staff, committees, and task teams; and other issues of interest to our members."

For as long as I can remember, we have had difficulty with our membership rosters. Not everyone has problems, of course; members of smaller chapters sometimes know everyone in their chapters, while those in the large chapters may never see some of their CSI colleagues.

To most members, this is not all that important, but there are times when we need to know who is or is not in a chapter. For leaders, it is a very important matter, as they cannot address their chapter or region members if they don't know who they are.

In the good old days of paper records, chapter membership committees had no choice but to keep their own rosters. The normal delay in updating the Institute member records made the Institute roster useless for chapter needs, and there were countless differences between Institute and chapter member records. Since then, Institute staff has moved to computer databases, and has gone through a series of hardware and software upgrades.

Unfortunately, we still have discrepancies, for a variety of reasons. As many computer owners know, it isn't unusual to see loss or change of data after upgrading hardware or software. In most cases, though, upgrading either works or it doesn't; the data is there and correct, or it's gone, leaving you wishing you had backed it up. Random, hard-to-find errors do occur, but they are unusual.

The advantages of electronic databases come at a price. Because computers *are* so good, we have come to rely on them, forgetting the old computer adage, "Garbage in, garbage out." It's easy to blame the computer for inaccurate data, but in the vast majority of cases, it is a result of human error. Here, too, it's easy to pass the buck and blame those who directly maintain the database, but it's often the members themselves who create problems or unknowingly allow them to exist.

As noted in "Santa's helpers" (last month's MWGTW), our staff at Institute headquarters is doing a pretty good job for us. Yes, they do make mistakes, but instead of blaming them for everything, I believe each chapter should accept some responsibility and verify its members' information in the Institute database. I know some chapters do work at keeping accurate records, but I suspect the majority of chapters have not been so diligent.

I recently reviewed my region's member information and found numerous mistakes and anomalies; I expect other regions will find the same. Rather than complain about the problems, I would like to see a concerted effort to update and maintain the Institute database. To succeed, all chapters must be involved.

I ask chapter membership chairs to start by obtaining the Institute member information, not for their chapters, but for their regions. As noted, there are many errors in the database, and it would not be surprising to find that some members are listed as members of the wrong chapter, or even the wrong region. The only way to know is to match the Institute records with those of the chapters.

Continued next page.....

Mr. Wolfe Goes to Washington—continued

We talk a lot about communication, but we cannot communicate effectively with our own members if we don't know who they are. We also cannot communicate with them if they don't want to listen. Membership chairs, when you get your region information, look carefully at the "don't talk to me" options. I was surprised to see how many members apparently do not want to receive information from CSI. According to the member database, of the 2,300 North Central Region members, nearly half don't want bulk mail, 500 don't want e-mail, 200 don't want to be in the member directory, and 50 don't want to be called. Skimming through the records, I found two chapter presidents, as well as two of my own chapter's committee chairs, who apparently don't want to be contacted by any means!

I suspect many members don't know about those options; I do know they can be accidentally changed. A little over a year ago, after having received e-mail from Institute for many years, I got a few calls from members of my region, asking about a specific e-mail they had received from Institute. Being a member of CSI's board of directors, I was a little surprised that I had not seen the e-mail in question. After calling customer service, I was told that my member record indicated I did not want to receive e-mail from CSI. It's unlikely that the option changed on its own, more likely it was accidentally changed while something else was done to the record. I might have done it myself! Although they are intended to be user-friendly, interfaces with check boxes, drop-down menus, and pick lists are almost as easy to mess up as those that require text entry.

Now that our chapter membership chairs have accepted my challenge, and are working on their chapters' records (you are, aren't you?), I'll go one step further, and ask *you* to go to the Institute website to verify the information that is in *your* record. It takes just a couple of minutes, and you may be surprised at what you find.

And please - when you change jobs, move to a new location, or get a new e-mail address or phone number - please, *please* return to the database and update your records!

Sheldon Wolfe, RA, FCSI, CCS, CCCA
 Institute Director, North Central Region, CSI

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“Authorities Having Jurisdiction (AHJs)
Federal, state, county and city authorities oversee the safety and welfare of the public they serve. In doing so, they verify that code and ordinance requirements have been met. The AHJs usually perform reviews of the contract documents before issuing permits. They verify that the regulatory requirements are being met by performing building mechanical, electrical, elevator, fire, life safety, health, zoning, accessibility, and critical structural inspections at the project site.”

Source: PRM-The Project Resource Manual—
 CSIs Manual of Practice Definitions.

The Construction Specifications Institute is a nationwide non-profit technical organization dedicated to the improvement of specifications and building practices in the construction industry through service, education and research. Founded in 1948, CSI provides a forum for architects, engineers, specification writers, contractors, suppliers and others in our industry. Membership is open to all who are involved in the built environment. Please contact Chapter Membership Chairman, Melissa Aguiar, CSI, CCS, MAI, SCIP, 501-455-8193 or any chapter officer listed on page 4 of this newsletter.

March 2008

Happy Easter !!!

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5 Board Meeting	6	7	8
9	10	11	12	13	14 Specwork Articles	15
16	17 St. Pat's Day	18 Membership Meeting	19	20	21 Specwork To Print	22
23 Easter	24	25	26	27	28	29
30	31					

Highlights:

Mar. 5—LRCSI Chapter Board Meeting.

Mar. 18—LRCSI Chapter Membership Meeting—joint with NAWIC.

Mar. 14—Specwork Articles Due.

Mar. 21—Specwork goes to print.

Construction Specwork is the monthly newsletter of the Little Rock Chapter of the Construction Specifications Institute, Inc. Opinions and advertising expressed in the newsletter are those of the contributors, and do not necessarily reflect the opinions, policies or practices of the Construction Specifications Institute. The newsletter is funded, in part, by the sponsors listed within this newsletter.

THANK YOU TO OUR SPONSORS

THE FOLLOWING FIRMS HAVE SPONSORED THE PUBLICATION OF THIS NEWSLETTER IN SUPPORT OF THE LITTLE ROCK CHAPTER OF CSI, AS AN EXPRESSION OF THEIR BELIEF THAT CONSTRUCTION SPECIFICATIONS, WRITTEN IN CONFORMANCE WITH THE CSI MANUAL OF PRACTICE, ARE EASIER TO USE AND THEREFORE REPRESENT AN IMPORTANT ADVANCEMENT IN THE BIDDING AND CONSTRUCTION PROCESS IN ARKANSAS AND THROUGHOUT THE CONSTRUCTION INDUSTRY. WITHOUT THESE SPONSORS, THE LITTLE ROCK CHAPTER OF CSI WOULD NOT BE ABLE TO PROVIDE THIS SERVICE TO YOU.

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