

THE ADDENDUM

The Newsletter of the Metropolitan New York Chapter of the Construction Specification Institute, Inc. Volume 58 Number 5 January 2010



Meeting Information

2010

WEDNESDAY January 13, 2010

How to Sell When No Body is Buying

Annie Moore's Restaurant
50 East 43rd St
New York, NY

Starting at 6:00 PM

Wednesday February 10, 2010

How to Make a Presentation

Annie Moore's Restaurant
50 East 43rd Street
New York, NY

INSIDE THIS MONTHS ADDENDUM

- PAGE 2 - THE PRESIDENT'S MESSAGE
- PAGE 3 - ONLINE CDT PREP COURSE
- PAGE 4 - ARE WE GETTING BETTER
- PAGE 5 - LIKE IT WAS
- PAGE 6 - GETTING BETTER
- PAGE 7 - MEMBERSHIP NEWS

How to Sell When No One's Buying

Believe it or not, Manufacturer's Representatives are not "selling" products and Design Professionals are not "buying" products. There is a paradigm shift taking place and the Construction Industry is moving into an integrated environment of collaboration.

Whatever your role is in the process of construction, you are in for some significant changes to the way you will be working. This CSI presentation is prepared to get you engaged in this paradigm shift.

Owners, Facility Managers, Architects, Engineers, Specifiers, Manufacturer's Reps, Contractors... anyone involved in commercial construction will want to come out to hear about how to shift your mindset towards the Integrated Project Delivery (IPD) environment, understand the roles of team members in a collaborative process, and identify actions you can take to be on top of your game.

PRESENTERS: Bill DuBois, Specifier; Gensler
Tom Lanzelotti, Architect; Gensler
Anthony Lombardi, Manufacturer Rep;
Certainteed



BETTER BUILDING IN CHANGING TIMES

Metropolitan New York Chapter Officers

President: Linton Stables III, CSI, CCS, LEED-AP
Perkins Eastman

Phone: 212-353-7207
E-mail: l.stables@perkinseastman.com

Vice President: Arnold Kravitz, CSI
Besam Entrance Solutions

Phone: (800) 792-8638
E-mail: akravitz@besam-usa.com

Vice President: Luis Rosario-Lliveras, CSI
United States Air Force

Phone: (732) 207-7208
E-mail: lrosario@optonline.net

Treasurer: Russ Carpenter, CSI
Euclid Chemical Company

Phone: 516-847-0012
Email: massblldr@aol.com

Secretary: Bill Dubois, AIA, CSI, CCS, MAI, LEED-AP

Gensler Associates
Phone: (212) 492-1425

E-mail: bill.dubois@gensler.com

Director (2010): Dennis Italia, CSI
Metro Building Solutions, Inc.

Phone: (908) 284-1676
E-mail: ditalia@metrobuilding.biz

Director (2010): Susan Kaplan, CSI, CCS, MAI, LEED-AP

HLW, Intl
Phone: 212-353-4686

E-mail: skaplan@hlw.com

Director (2011): Anthony Drummond, CSI
Koroseal

Phone: 516-480-8085
Email: adrummond@koroseal.com

Director (2011): Bert Korteling, CSI, CCPR
MATS, Inc

Phone: (732) 492-0853
E-mail: lescadigan@yahoo.com

Immediate Past President:

Scott Tobias, AHC, CSI, CDT
ASSAABLOY Door Security Solutions

Phone: (845) 427-0853
E-mail: stobias@assaabloydss.com

NE Region Director-Metro NY Chapter

Jeff Matles, CSI
Matles Enterprises

Phone: (845) 352-3511
E-mail: jmatles@aim.com

President's Message

The New Year is always a time to get a fresh perspective on things, perhaps with an eye to doing things a little differently this year. Each year we make a lot of promises to ourselves about how we'll do better. Your Chapter Board is into the same spirit, with a desire to improve things as we go along and to make an effort to keep your membership in CSI relevant to what you are doing.



This month our Chapter's program year resumes after a fulfilled Holiday Party. (Did you miss it? Too bad, but don't worry, we'll do it again!). The January program will feature a panel presentation on How to Sell When No One's Buying. The panel will include Bill DuBois, Gensler specifier; Tom Lanzelotti, Gensler architect; and Anthony Lombardi, Certainteed representative. Things are changing in the construction business and they will give you three perspectives on how those changes might affect you.

In February we will get a lesson on How to Make a Presentation from Toastmasters International. Whether you make presentations on a regular basis or once in a blue moon,

Committee Chairs:

2009 - 2010

Academic Liaison	Scott Tobias	(845) 427-0853
Awards	Scott Tobias	(845) 427-0853
Certification	Luis Rosrio-Lliveras	(732) 207-7208
Environment	Susan Kaplan	(212) 353-4686
Education	Ruma Som	(201) 612-7459
House	Arnold Kravitz	(718) 982-5594
Membership	Bert Korteling	(917) 309-7196
Planning	Arnold Kravitz	(718) 982-5594
Product Show	Scott Tobias	(845) 427-0853
Program	Tor Sundlin	(973) 340-3666
Technical	W Jacquette Jr.	(212) 663-3167
Golf Outing	Anthony Drummond	(516) 480-8085

a few pointers on how to make the best impression can always help.

The Chapter is actively discussing building a relationship with Pratt Institute's Construction Management Department in their School of Architecture. We are hoping to have a significant impact on the lives of the students there using the resources we have. Pratt's emphasis on the technical aspects of architecture, construction, manufacturing, and facilities management closely parallels the interests of the members of Metro New York CSI. We will keep you posted on the developments as they occur.

Here's to your goals for the New Year! Perhaps CSI can be a part of reaching those goals in 2010.



Linton D. Stables, III, CSI, CCS, LEED® AP
Chapter President

Online CDT Prep Course – Now Available!

The CDT was developed for architects/engineers (A/Es), owners and contractors whose work is directly affected by construction documentation, and for product representatives who, although not named in the contract, provide all the material necessary for creating the built environment. The CDT Prep Course lays the groundwork for understanding the development of facilities and the ins and outs of the process and, most important, prepares you for taking the CDT exam – a respected credential in the construction industry.

- Learn at your own pace with on-demand sessions (11 total)
- Live multi-week webinar based study sessions
- Earn AIA LUs and CSI CEN CEUs
- Registration fee: \$150 (does not include purchase of the PRM)

[Learn more, or register now!](#) Not registered for the CDT?

Registration is now open for the spring CDT and advanced certification exams (CCS, CCCA, CCPR) March 29-April 3, 2010. The early registration deadline is January 29, 2010 and the final registration deadline is February 26, 2010. [Learn more, or register now.](#)

January 2010 Chapter Dinner Meeting

Date: Wednesday, January 13, 2009

Time: 5:30 Reception, 6:30 Dinner and Program

Place: Annie Moore's Restaurant, 50 East 43rd Street, New York

Make a Reservation:

How to Sell When Nobody's Buying

Everyone is welcome to attend. Please register for the program by clicking on the icon below. Register even if you are going to be paying for your dinner on January 13 with check or cash (sorry, no credit cards at the dinner):

www.brownpapertickets.com/event/82006



Are We Getting Better?

Questions:

Q. So are we getting better at what we do?

A.1. Yes, Better Building in Changing Times – the economy is forcing us to be more efficient in the design and delivery (construction) process.

2. The environment is forcing us to be more efficient in our use of energy, water and other natural resources.

3. New technologies are helping us to meet some of the challenges.

4. Younger generations of designers and builders are leading the way.

-Some people start in as young as 17 or 18 years old, both men and women, and work in the industry well into their 70's and 80's.

-In NYS about 340,000 people work in construction.

Q. Who is CSI?

A. Construction Specifications Institute (CSI) - Is a national association, of specifiers, architects, engineers, contractors, owners, facility managers, building material suppliers and others who are concerned with construction technology and construction documentation.

1. Building People, Process and Performance

2. Their primary goal is development of standards and formats – a system for people to file and find information on a project (we call it MASTERFORMAT), and now we are working on developing an online system so that architects and contractors can find sustainable building products. This system is called GREEN FORMAT, and anyone can access it

at www.greenformat.com,

There are currently 145 Chapters though out the US, several regions and more than 14,000 members. The Metro New York is the oldest chapter, in existence over 50 years.

Q. Who is in the building industry?

A. Architects, Engineers, Designers, Contractors, Construction Managers, Developers, Architectural Representatives, Suppliers, Manufacturers,

Construction Workers, Attorneys, Bankers, Factory Workers, and Architectural Professionals.

Q. What do you see as some new trends in the building design and construction industry?

A. One of the facts of the building industry is that it is one of the major users of energy. Buildings currently use 40% of all energy in this country and 75% of all electricity. So,

1. Saving Energy – More insulation, tighter buildings (less air leakage), better windows, and more efficient lighting,

2. Trending towards More Efficiencies - linking written and graphic building information. Ex. Cianbro's "Paperless Office and Parsons Brinckerhoff 3 & 4D Modeling

3. Green Materials – the cool thing today is being green.

4. Building Information Modeling (BIM) - Has the potential to help cut emissions from buildings. More information from the design can go directly to the factories that make the products, cutting out opportunities for error in the bidding/ordering/fabrication/shipping/installation process.

5. Another trend I see is the internationalization of the design and construction industry. Often the team may consist of an architect from France, an interior designer from the US, drafters from India, and engineers from South America.

Q. What role do products play?

Continued on page 6 - Getting Better



LIKE IT IS – WAS

By S. Steve Blumenthal, FCSI

Former Institute President

With the start of a new year I wondered what could be said that has not already been said by the Chapter President and Board. Looking through some papers I found an article “Why CSI” which was published in 1981. In my view the message is most salient today as it was then.

“WHY CSI ever wonder why you joined CSI, the following may give you a better understanding. CSI is the only organization within the construction business represented by members for all segments of the industry. Architects, Engineers Attorney’s. Sales and Marketing Representatives and Educators. There are Construction Managers, General Contractors and Subcontractors. In addition, personnel from various levels of Government from the towns to the Federal government. CSI welcomes membership from students.”

The article went on illustrating the reasons to be a member. “The classifications cover all areas of involvement from Student to established Professionals”. Today membership is broken down the same way with the addition of Associate Member. Junior classification was changed to Intermediate member. “CSI is a melting pot of construction knowledge. It gets people together on an informal basis to share their expertise or just complain”

Reading this I asked myself the same question I must have asked when I read the original article. “Why CSI” During the mid eighties and early nineties conditions were similar to today. I must have asked why CSI many times and shared my thoughts with some colleagues. I networked the area through local Chapters in addition to manufacturers throughout the country. That said the value of CSI had meaning. As mentioned in other articles CSI it is a convener of people. It is visible and active throughout the country. This enabled me to communicate with Companies throughout the nation. My introduction was my experience and membership. Through networking I was fortunate to become a manufactures rep. I have every reason to believe this was because of my membership in CSI and the two Chapters I belong to. CSI is an individual membership not corporate membership. Membership is not transferable you are a member with or without a company affiliation for the duration of your paid dues.

This started out as an article about something written years ago and became personal, my apologies please. The important thing to remember is that the Chapter and CSI in general is there for you. It has always been there with an open ear and constructive view points. Design Professionals heard from Reps and Reps head from them. There always was and I assume still is that New York spirit the rest of the nation has envied. Networking has become the word of the decade and as mentioned is most important to the Design Professional and Marketing Representative especially in times like today.

“WHY CSI” has not changed, if anything changed it is the use of Electronics when communicating with colleagues and manufacturers instantly across the City, State and Nation.

In closing I can only ask you give someone a phone call or text them and share the gossip if that’s what it is. I told it like it is and was and hopefully illustrated our Chapters concern.



Published monthly, except July and August by:
The Metropolitan New York Chapter of the Construction
Specification Institute, Inc.
Chapter website: www.csimetronewyork.org
Editor.....Russell Carpenter, Phone: (516) 847-0012
Fax: (516) 293-4511, E-mail: Massblldr@aol.com

Business Card: \$350-10 Issues, Non-Member \$450-10 Issues
Double Business Card: \$600-10 Issues, Non-Member-\$700-10 Issues
Quarter Page: \$150 per Issue, \$750/year- Non-Member-\$250, \$850/year
1/2 Page: \$270 per Issue, \$900/year, Non-Member-\$370, \$1000/year
Full Page: \$350 per Issue, Non-Member-\$450
Similar pricing for Website Advertising
Meeting Tabletop rates available
Copyright 2007, Metropolitan New York Chapter of the Construction
Specification Institute, Inc..

A. 1. Products can be made using less energy, or with materials that take less energy to manufacture and grow.

2. Often today, people are unaware of the limitless options available for material selection.

Q. What is the difference now vs. 5-10 years ago?

A.1. Today, there is a Big Push on for environmental materials

and, people are willing to pay more for living in healthy buildings.

There are studies that indicate that the green building market will triple in 3 years.

2. Developers and Contractors frequently engineered materials 'out of the project' thinking that there was cost savings when using non-green products. They were focusing only on the bottom line. Research has shown that there are big benefits "going green" to the building's life cycle.

3. Now green products are more affordable.

4. More products are being selected to help with LEED certification.

Q. What is LEED?

A. US Green Building Council, (USGBC) - Leadership in Energy and Environmental Design. LEED is a Point System that helps building owners and architects rate the sustainability of their projects.

Q. Tell me about the products you come across?

A.1. I look to represent companies that are ecologically sound.

Pricestone, Galaxy Glass, Mixed-Up Mosaics, Woodboo, Interlam. All use and provide natural and

re-cycled materials.

2. The basic idea of sustainability is to provide for current generations without diminishing the ability of future generations to provide for themselves.

Q. Do you want me to expand on this?

A.1. Natural Stone comes from the earth... whereas some other products like ceramic tile require a lot of energy in the manufacturing process. Companies that I work with, like Pricestone, provide a direct link to the quarries. They also, are a resource of porcelain wall and flooring tile and can be a tremendous cost saving to the client.

2. FSC Certified Wood – has a "Chain of Command"

3. Bamboo is a natural material with sustainable design qualities.

Q. What's with all this bamboo material?

A.1. Bamboo has been used for years in ASIA.

2. Bamboo is a natural product that is a rapidly renewable resource, and with the right kind of use, it can be very durable as well.

Q. What is Green Washing?


A. Some manufacturer's claims that their materials meet all the standards for LEED accreditation turn out to be false.

How does it add to the latest building trends?

A. -Adding "sustainable design" materials to a project increases the value of the property. Several of the new residential buildings in NYC are marketing themselves as "green" and sometimes get a premium or higher price because of their efforts.

Q. What can be done to save money?

A.1. Linking the developer and end users direct to the factories, or suppliers and stone quarries.

 <i>The global leader in door opening solutions</i>	<i>Scott J. Tobias, AHC, CDT, CSI, LEED AP</i> Architectural Relations Manager		
	Tel: 845-427-0853 * Cell: 854-742-4827 * Email: stobias@assaabloydss.com Visit us at www.assaabloydss.com		
Product selection and consultation	Product Research	Field hardware surveys	Code compliance and installation review
Pre-bid meeting	Electronic access control consulting	Punch-list creation	Job site inspection services
Factory-trained technical support	Product design review	Specification writing and hardware schedule	
	Submit review		

Membership News

2. Using products that save energy, water... turning off the lights, recycle, etc.

3. Teamwork and "Teaming UP"

4. Referring qualified contractors.

Q. Where do you see the building industry heading?

A. 1. Advances in technologies, new designs and trends allow for innovative new products. Materials are being manufactured without formaldehyde and with low emissions reducing the greenhouse effect.

2. There is a commitment to more education.

3. There is more consideration and attention given to the facility's life cycle.

Q. What industry organizations are involved in industry education?

A. Architects Newspaper
Metropolis Magazine
Construction Specifier Magazine
US Green Building Council (USGBC)
American Institute of Architects (AIA)
International Interior Design Association (IIDA)
Professional Women in Construction (PWC)
International Facility Managers Association
American Society of Interior Designers (ASID)
New York Industrial Retention Network NYIRN
New York Restoration Project (NYRP)
Sustainable South Bronx (SSBx)
Construction Specifications Institute (CSI)

Thank you to Linton Stables, Chief Specifications Writer, Perkins Eastman Architects for his help and contribution to this Article and all the wonderful friends and people at I have met at the Metropolitan New York Chapter of CSI over the years.

Article by,
Jeffrey Matles, Matles Enterprises
Jmatles@aim.com

Jeffrey Matles is the founder of Matles Enterprises, a unique resource company, focused on "sustainable green design". He has been in the building industry for more than 20 years and provides low cost surface materials and finishes to architects and designers.

Matles has attended and participated in many business and industry seminars, trade shows, has taken an active role with Metro NY Chapter of Construction Specifications Institute (CSI), US Green Building Council (USGBC), and is an American Institute of Architects (AIA), New York Chapter affiliate. Also, he recently published an article "ARE WE GETTING BETTER AT WHAT WE DO?"

The Metropolitan New York Chapter CSI would like to welcome our new members;

Daniel Wacks

Thank you to the twenty-six members that renewed their membership in November;

Rick Allison
Manuel Andrade
Leslie Berman
Charlie Bogolawski
Les Cadigan
Anthony Drummond
Michael Fraser
Gary Higbee
Vitaliy Kedrus
Daniel Leonard
Herbert Martin Lynn
Thomas Mesuk
Martin Millman
Robert Montanaro
Anthjony Pucillo
Arthur Silverman
Charles Williams

What's in a Name

The terms specific to an activity make up a nomenclature, which comes from the Latin nomen ("name") plus a form of calare ("to call out"). Other words derived from nomen are misnomer ("a wrong name"), renown (your good name), and ignominy (your bad name).

CertainTeed

Quality made certain. Satisfaction guaranteed

Daniel R. Leonard, C.S.I.

Architectural Sales Manager

CertainTeed Ceilings

750 East Swedesland Rd, P.O. Box 860
Valley Forge, PA 19482
e-mail: dan.leonard@saint-gobain.com
www.certainteeted.com

Metropolitan Chapter CSI Monthly Schedule for FY 2010

November 11, 2009 - Using BIM for Sustainability Goals - Annie Moore's Restaurant
December 9, 2009 - Holiday Party and Meeting
January 13, 2010 - How to Sell When Nobody is Buying - Annie Moore's Restaurant
February 10, 2010 - How to Make a Presentation - Annie Moore's Restaurant
March 10, 2010 - Using Innovative 3D/4D Tools for Construction Planning - Annie Moore's Restaurant
April 14, 2010 - New York City Code Changes; Greening the Code - Annie Moore's Restaurant
May 19, 2010 - Site Tour with LI and NJ Chapters
June 9, 2010 - Awards Dinner - Annie Moore's Restaurant

Happy New Year 2010

Construction Specification Institute
Metropolitan NY Chapter
P. O. Box 612
Farmingdale, NY 11735

