

# The Summer Addendum

The Newsletter for the Metropolitan Chapter of the Construction Specification Institute, Inc. Volume 57, Number 12, August 2010



Unlike earlier years where the rain came in after we had tee'd off, this year the rain started before the start and although we attempted to wait out the storm, the rains would not give up. So this years golf outing was canceled and rescheduled for September 23, 2010.

So if the timing was not good for you in July, maybe September will work out better for you. So if you have not signed up yet now is the time to do it by contacting Anthony Drummond at 516-480-8085 or by e-mail at [adrummond@koroseal.com](mailto:adrummond@koroseal.com).

The outing will be held at the South Shore Country Club on Staten Island, an easy commute for all and it for a good cause, the Fryburgh Scholarship Fund. The venue is a bit nicer than the last couple of years and we can finish in a nice air - conditioned room when the golf is done.



## “ADAPTING BUSINESS TO SUCCEED”

### Metro New York CSI Announces 2010 Trade Show and Seminar Event

New York, NY, March 29, 2010: As architects, builders, and product manufacturers we are always subject to many forces and influences. Economic cycles, architectural design trends, environmental concerns, codes and regulations, technology advances, education of new professionals, and current events all shape our industry and the buildings that we make.

The economy has forced us to be more efficient in our design and construction. New emphases on energy efficiency, new design and coordination tools in building information modeling, new construction products that reduce waste and improve the indoor environment – all of these and more come to our attention every day, and have the potential to make us better at what we do. Adaptation is the keyword that links us to the future.

The 2010 Annual Metro New York CSI Chapter Trade Show and Education Day will explore the ways in which you can contribute to better building. Come and learn with us, share your knowledge with us, and interact with others who share your quest for doing a better job of designing and constructing buildings.

### Upcoming Chapter Events

**September 15, 2010**  
Metro New York CSI Trade Show, Educational Day and Architectural Mixer coming to the Center of Architecture, 536 LaGuardia Place, New York. No entry or seminar fees.

**September 23, 2010**  
Annual Golf Outing  
South Shore Country Club, Staten Island NY

# ADAPTING BUSINESS TO SUCCEED

## Seminar Program

### Metro New York CSI

#### Trade Show and Education Day

Wednesday, September 15, 2010

Center for Architecture, 536 LaGuardia Place

[www.csimetronewyork.org](http://www.csimetronewyork.org)

**9:00AM – 9:50AM**

**Michael Concannon & Aleksander Zeljic, Gensler**

**GLOBALIZATION - The Shanghai Adventure**

**10:20AM – 11:10AM**

**Nickolas DAlessandro, Donnelly Sustainable Energy Services**

**ENERGY INCENTIVES AVAILABLE IN**

**NEW YORK CITY AND NEW YORK STATE**

**11:40AM – 12:30PM**

**Matthew Blesso**

**RUNNING AN INNOVATIVE AND SOCIALLY**

**CONSCIOUS DEVELOPMENT COMPANY**

**12:30PM – 1:30PM**

**LUNCH**

**Walter Marlowe, Executive Director, CSI**

**WHAT CSI IS UP TO, AND HOW IT WILL**

**IMPACT YOUR BUSINESS**

**2:00PM – 2:50PM**

**KEYNOTE SPEAKER**

**Bob Harvey, Executive Director**

**Lower Manhattan Construction Command**

**WHAT IS HAPPENING DOWN THERE?**

**3:30PM – 4:20PM**

**Tri Tran, Preconstruction Director, Skanska USA Building, Inc.**

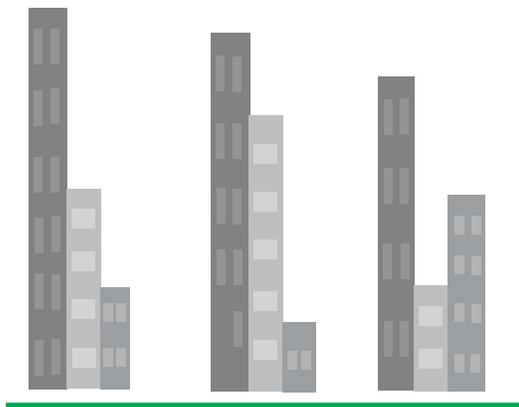
**HOW TO DESIGN AND BUILD**

**A LEED PLATINUM INTERIOR OFFICE SPACE**

**5:30PM – 7:00PM**

**ARCHITECTURAL MIXER, DOOR PRIZES**

**9:00AM – 9:50AM**



## ADAPTING BUSINESS

## THE END RUN!

by Ralph Liebing, RA, CSI, CDT  
Cincinnati, OH

Getting time for “.....SOME FOOTBALL!!!!”, as the pros go to camp. But of the whole game, let’s just hone in on the end run play— the ol, USC “student body right/left”, or the Fightin Irish “running „round Chicago”!!

There is far too much end running in our game [extraneous information to the Owner unilaterally, complaints about work or requirements of other parties, unilaterally, indications of different fallacious cost factors, lack of simple coordination and conversation to protect or promote one’s self-interest, etc]. While not illegal in football or construction, it is certainly not creating better relationships, or better construction projects. With the Owner a party to and susceptible to two contracts [which are not tied together but by a loosely and solely “gentlemen’s working relationship”], the ability to run the end [i.e., transmit information along but one of the contract lines to the Owner] is all too tempting— it is distracting from the true purpose, often times, and anywhere from most untidy to playing nasty havoc on the site.

It’s simple! The design professional [and consultants] concoct a game play with certain selections, options, etc. as they deem appropriate in meeting their Owners’ requirements. Owner, IF properly informed, buys into this scheme and thus we go to construction. BUT if at any time, or on any item that which HAS BEEN DONE caused a blip on the schedule the ole end run appears— the Contractor-Owner relationship and contract eruptions. Guess who is usually wrong in this situation, even though never made part of the discussion? You bet your sweet bippy!

The result? Issues are never fully resolved; the fat lady never sings; and Yogi Berra remains an insightful oracle that it truly is not over until.....

The real problem is that this can become part of the disharmony on a project site and eventually an unneeded distraction. I realize there are two perfectly valid contracts on the table for the Owner, but there really needs to be the proverbial buy-in by those persons so they understand that our efforts to provide projects to their liking is one thing they “buy”. If they then choose to “buy” the who-cares-what-just-so-it-gets-done attitude, and professional considerations and determinations are meaningless, the pox lies NOT

*Continued on page 4- The End Run*

## **RUNNING AN INNOVATIVE AND SOCIALLY CONSCIOUS DEVELOPMENT COMPANY**

1 AIA/CES HSW Learning Unit, .1 CSI/CEN HSW Continuing Education Unit

**Speaker:** Matthew Blesso, Blesso Properties

Matthew Blesso is President and Founder of Blesso Properties, a New York-based development company established in 1998. The firm has developed nine projects including a 12-story loft building and a boutique hotel in Panama. The firm's projects have garnered six design awards and set numerous sales price records. The company prides itself in identifying unique investment opportunities and executing creative designs which have been featured in The New York Times, Interior Design, Le Figaro, The New Yorker, International Architecture and Design, Bloomberg TV, New York Living, and International Homes. Blesso Properties is committed to being socially responsible. The firm incorporates sustainable practices in all of its projects and has donated over \$200,000 of the profits of its completed projects to philanthropic causes. Mr. Blesso currently serves on five non-profit boards. Prior to founding Blesso Properties, Mr. Blesso worked in the real estate group of BHF Bank (now PB Capital) and for Societe Generale. He earned a BA in Economics degree cum laude from the University of Rochester and obtained a Master of Science in Real Estate degree from New York University, where he also occasionally lectures.

### **Sponsor**

Michael Z. Nicklas, Architectural Sales and Marketing Manager, J.E. Berkowitz, LP  
www.jeberkowitz.com

**12:30PM – 1:20PM**

## **WHAT CSI IS UP TO, AND HOW IT WILL IMPACT YOUR BUSINESS**

1 AIA/CES HSW Learning Unit, .1 CSI/CEN HSW Continuing Education Unit

### **Speaker**

Walter T. Marlowe, PE, CSI, MBA, Executive Director, CSI  
Walter Marlowe joined the Construction Specifications Institute in January 2007 as its Executive Director and Chief Executive Officer. In this role he leads and manages the Institute's \$5 million operations and 25 staff in support of the policies and goals established by the CSI Board of Directors for the benefit of CSI's more than 13,000 members. Mr. Marlowe has over 18 years experience as an association management professional. This is in addition to his 6 years of experience as a structural engineer. He has served in a variety of leadership roles on the Building Security Council, American Academy of Water Resources Engineers, American Society of Civil Engineers and National Society of Professional Engineers staffs.

He currently serves as a national board member of the Council of Engineering and Scientific Society Executives. He also holds the Certified Association Executive credential from the American Society of Association Executives. Mr. Marlowe is an alumnus of Stevens Institute of Technology in Hoboken, NJ where he earned a Bachelor of Engineering degree. He also holds a Masters of Business Administration degree from the George Washington University in Washington, DC.

### **Sponsor**

Michael Z. Nicklas, Architectural Sales and Marketing Manager, J.E. Berkowitz, LP

www.jeberkowitz.com

**2:00PM – 2:50PM**

## **Keynote Speaker**

## **WHAT IS HAPPENING DOWN THERE?**

### **Speaker**

Bob Harvey, Executive Director, Lower Manhattan Construction Command (LMCCC)

Robert N. Harvey, P.E. brings to the Lower Manhattan Construction Command Center (LMCCC) more than 30 years of experience in corporate and project management, design, and construction for major transportation and commercial facilities projects throughout greater New York, the United States, and internationally. Prior to joining the LMCCC Mr. Harvey was vice president and general manager of Washington Group International (also president/CEO of Washington Infrastructure Corporation — New York). Washington Group International is a \$3 billion engineering and construction company. He had responsibility for the New York office with Northeast and additional large international and homeland security projects responsibilities.

Mr. Harvey began his career working in his family's construction company outside Boston. He served for more than 10 years with the Port Authority of New York and New Jersey directing the executive office of capital program/value management. Prior to the Port Authority, he ran international project development for Exxon. While at the Port Authority Mr. Harvey participated in response efforts for both the 1993 bombing of the World Trade Center and the September 11th terrorist attacks, for which he received medals for heroism and distinguished service from the Port Authority. He has lectured at several colleges and universities and served on the board of the New York Building Congress.

### **Sponsor**

ASSA Abloy Door Security

**3:30PM – 4:20PM**

## EXHIBITORS

### Architects Newspaper

www.archpaper.com  
ddarling@archpapaer.com

### ASSA Abloy Door Security

www.assaabloydss.com  
stobias@assaabloydss.com

### Benjamin Moore

www.benjaminmoore.com  
bob.upton@benjaminmoore.com

### Caesarstone

www.caesarstoneus.com  
renee@caesarstoneus.com

### Code Impex

www.codeimpex.com  
info@codeimpex.com

### Decorating with Fabric

www.dwfcontract.com  
neil@dwfcontract.com

### Dow Chemical

www.dow.com  
jwperling@dow.com

### Extech

www.extech.com  
tom@tsassoc.net

### GP Gypsum

www.gapac.com  
rmushe@gapac.com

### GlassCare, Inc.

www.glasscare.com  
glasscare@yahoo.com

### Henry Company

www.henry.com  
ditalia@metrobuilding.biz

**9:00AM – 5:00PM**

### Ingersoll Rand

www.ingersollrand.com  
lauchlin\_macmillan@irco.com

### J.E Berkowitz

www.jeberkowitz.com  
mnicklas@jeberkowitz.com

### Kane Sterling

www.kanescreens.com  
jiml@kanescreens.com

### MAPEI

www.mapei.com  
jtravis@mapei.com

### Metal Era, Inc.

www.metalera.com  
melissa@metalera.com

### Parex Lahabra, Inc.

www.parexlahabra.com  
james.pease@parexlahabra.com

*The End Run - Continued from page 2*

## Design Professionals Need a Good Defense

on us— we met our contractual and professional obligations. Allowing rampant free-lancing and unraveling previous decisions may seem to serve well, but Owners must come to “buy” that also.

In addition, there is a need for pragmatic approaches here. What we do and decided is based on our BEST professional information, understanding, skill, talent, and insight. If any tem then becomes a schedule problem that is NOT an unraveling of our effort— neither is it repudiation! It is simply “another” way to do the project, but with less insight, information, understanding and belief in the originally approved design concept.

It’s more just choosing to buy an apple instead of an orange! And there is added risk that it turns out to be a lemon in the end!!!

We and our design professional colleagues need to defense these “end runs” just to keep the playing field level and coherent. We can’t rotate the defense, slide a „backer over or draw up a safety to defense the end run—we have none! We do have voice, and professional standing to merely engage the Owner in a “if you do this, this can or may happen”; but that does not invalidate our work; at least when such situations arise, please give us the courtesy of a phone call, in lieu of immediate rebuke or anger. We worked with what we were given— the situation at hand is DIFFERENT and had we known about it we might have made another decision. Also, the contractors are not without liability to schedule projects based on “plans and specs” as given over to them, meeting ALL requirements for products, procedures and documentation. Its all in the specs if not on the drawings!

Seems to me that plain, simple, old-fashioned fairness and cooperation, in all of this, are both meaningful factors in the “faster-better-cheaper” climate of the day. So, too, adherence to the documents, unless collectively modified by all parties!

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## Support the Exhibitors

Due to the generous support provided from the exhibitors of the trade show and education days the CSI Metropolitan Chapter of New York is able to provide this day at no charge to the attendees. Along with lunch and an afternoon social mixer, LU, CEU and HSW credits are offered. So when you get a chance contact the exhibitors and support them like they are supporting you.

### PPG Industries

www.ppg.com  
mhosley@ppg.com

### Rosenwach Tank Co.

www.rosenwachgroup.com  
ccc@rosenwachgroup.com

### Sherwin Williams

www.sherwin.com  
marc.machlovitz@sherwin.com

### Stone Panels

www.stonepanels.com  
dons@stonepanels.com

### Woodboo

www.woodboo.com  
danielmitch86@yahoo.com