

# THE ADDENDUM

The Newsletter of the Metropolitan New York Chapter of the Construction Specification Institute, Inc. Volume 59 Number 1 September 2010



## Meeting Information

# 2010

**Wednesday  
September 15, 2010**  
**Metro New York CSI  
Trade Show and  
Educational Day Center of  
Architecture, 536  
LaGuardia Place, New  
York.**

No entry or seminar fees.

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**Tuesday  
September 23, 2010**  
**Metropolitan NY CSI  
Golf Outing**

South Shore Country Club  
Staten Island, NY

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### INSIDE THIS MONTHS ADDENDUM

PAGE 2 - THE PRESIDENT'S MESSAGE  
PAGE 3 - 2010 GOLF OUTING  
PAGE 4 - TRADE SHOW SCHEDULE, SPOTLIGHT  
PAGE 5 - TRADE SHOW SPONSORS  
PAGE 6 - INDIFFERENCE  
PAGE 7 - COMPETITIVE ADVANTAGE



## “ADAPTING BUSINESS TO SUCCEED”

### Metro New York CSI 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.

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## President's Message

This month I am stepping in for Linton to welcome everyone to our new fiscal year of CSI. September is often a bit of a sad time, summer is over; vacations become a memory. But just like when we were kids, September meant the beginning of the new school term; it was a time for new opportunities. In that very spirit I can report that the Metropolitan Chapter had a very productive retreat in August.



During our retreat we reviewed what we had accomplished in the past year, how we met and either surpassed or fell short of our goals. We were determined to use the review to find ways improve how we serve our community. We found that we were pleased with the successful outreach to Pratt University which supported our long term goal of incorporating more students and educational institutions into our community. The fascinating tour of Skanska's office encouraged us to plan ahead for more active and innovative programming. Many exciting and new ideas were brought to light, in the next few months you will see our concepts become realities.

This September is a banner month for us. The Trade Show and Education Day: "Adapting Business to Succeed" occurs on Wednesday, September 15. I will now quote from our news release which explains the real significance of the event far better than I could:

*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*

*Continued on page 5 - VP Message*

### Committee Chairs:

**2010 - 2011**

Academic Liaison	Scott Tobias	(845) 427-0853
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Environment	Susan Kaplan	(212) 353-4686
Education	Ruma Som	(201) 612-7459
House	Arnold Kravitz	(718) 982-5594
Membership	Bert Korteling	(917) 587-2814
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



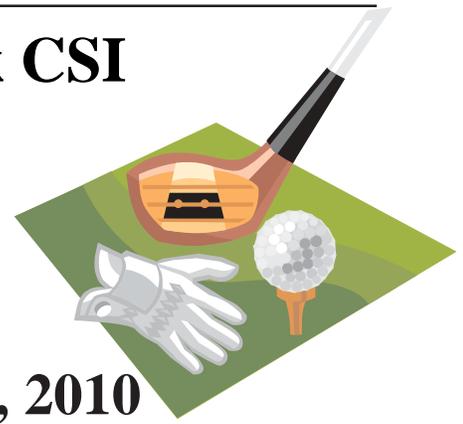
# Metropolitan New York CSI

## Annual golf outing

The July 13 date was

rained out

## **NEW** Date: September 23, 2010



**TIME: NOON**

**THE PLACE: South Shore Country Club  
200 Huguenot Avenue, Staten Island, NY**

**Located just off Exit 4 of the West Shore Expressway (Rt 440)**

Its now time to get your commitment in for this years golf outing. Each year for the last seven years, the Golf Outing has been our major funding source for the Fryburgh Scholarship Fund. Each year, we contribute more to the scholarship fund to be able to provide better scholarships. Not only does the day provide lots of good fun for everyone, it provides the dollars for the Chapter to award the scholarship each year!

Last year we fell just short of 100 that's right! Some sponsorships are still available. Sponsorship costs start at \$100, the most is \$500.

**Sent in you reservation form as soon as you can**

**Reservations can be mailed to: Anthony Drummond, 68 Barrett Avenue,  
Bayport, NY 11705**

**For more information contact Anthony Drummond at 516-480-8085 or  
adrummond@koroseal.com..**

NAME: \_\_\_\_\_ NAME: \_\_\_\_\_

NAME: \_\_\_\_\_ NAME: \_\_\_\_\_

**Cost per golfer: \$175.00 each. Foursome: \$650.00**

<b>ASSA ABLOY</b>  <i>The global leader in door opening solutions</i>	<i>Scott J. Tobias, AHC, CDT, CSI, LEED AP</i> Architectural Relations Manager		
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	<b>Submit review</b>		

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# Adapting Business to Succeed

## Educational 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)

9:00 – 9:50 AM

### IMPACT OF GLOBALIZATION

Aleksander Zeljic and Michael Concannon, Gensler

10:20 – 11:10 AM

### ENERGY INCENTIVES AVAILABLE IN NEW YORK CITY AND NEW YORK STATE

Nicholas DAlessandro, Donnelly  
Sustainable Energy Services,

11:40 – 12:30 PM

Matthew Blesso

### RUNNING AN INNOVATIVE AND SOCIALLY CONSCIOUS DEVELOPMENT COMPANY

Matthew Blesso, Blesso Properties

1:30 Lunch

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

Walter Marlowe, Executive Director, CSI

2:00 – 2:50 PM

### KEYNOTE SPEAKER

#### WHAT IS HAPPENING DOWN THERE?

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

3:30 – 4:20PM

### HOW TO DESIGN AND BUILD A LEED PLATINUM INTERIOR OFFICE SPACE

Tri Tran, Preconstruction Director, SKANSKA USA  
Building, Inc. One of the leading development and  
commercial construction companies in the country.  
LEED Construction offices.

5:30 PM – 7:00PM

### ARCHITECTURAL MIXER

Sponsored by

Construction Recovery and Consulting.

## SPOTLIGHT

Meet Joshua Diamond a one year CSI member and a 10 year industry colleague of mine. Josh is an architectural specifier and sales territory manager representing Zolatone in division 8, Coatings. Josh has also worked in the masonry industry specifying in division 4. Recently I asked Josh what benefits he saw from CSI, his answer was awesome, “I went to a few meetings and the golf event and met many professionals that I would like to meet in a business environment. When I approached a specification leader for a top architectural firm she acknowledged me asked me to call for an appointment, I did! I met, I presented. When I arrived at her office she welcomed me with a hardy greeting, introduced me to her colleagues in her office, I did my presentation, “Today I have a new client and eager to find others”. CSI offers me a common ground where industry representatives, specifiers, architects and building professionals all meet. The monthly seminars have enlightened me, not only are most topics relevant to the construction industry, I get to see other professionals present and learn from their individual styles. Listening has become the beginning of understanding especially, LEED, code changes and all of the changes happening in our fast pace environment. CSI has captured these and presents them in an educational format that is easy to adapt too. Let’s Network, See you all in September.

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Spotlight - By Arnie Kravitz CSI

The Metropolitan Chapter of CSI has a diverse group among its leadership and its core membership. As a Chapter board member currently holding the office of Vice President one of the functions of a board member is the recruitment of new members and to promote to the membership to “get involved”. I have attained pretty good track record in the area of networking to our fellow members and industry professionals, spreading the word that you can offer and gain from our vision by becoming active CSI members. With that said and discussed I will be writing a column entitled “SPOTLIGHT” each month highlighting one of our fellow members.

Sincerely, Arnie

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# Trade Show Sponsors

The following Companies are the proud exhibitors for this years trade show and educations seminars.

**Benjamin Moore Paints**

**Decorating with Fabrics**

**Duraaman Engineering**

**Georgia Pacific Gypsum**

**Mapei Corporation**

**Parex Wall Systems**

**Caesarstone**

**StarQuartz Industries**

**J. E. Berkowitz**

**ASSA ABLOY Door Security**

**Architects Newspaper**

**Architectural Glass Flooring**

**PPG**

**Kalin Associates Specifications**

**United Glass Corporation**

**SJC Products**

**Tandus Flooring**

**Glass Care**

**Construction Specifications**

**TSA/Hunter Panels**

**Lutron**

**Arrigoni Wood**

**Construction Recovery & Consulting**

*VP Message - Continued from page 2*

## More efficient design and construction

*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 seminars provide a wide range of topics including working abroad, energy incentives, socially conscious development, the impact of CSI, lower Manhattan construction and more insight into the Skanska office project. There are no entry or seminar fees. It includes lunch and AIA/CES HSW and CSI CEN Learning Units. I whole heartedly encourage you to attend this event and bring your colleagues and friends, I know I will. Get ready for a really big show. For more details please see our web site [www.csimetronewyork.org](http://www.csimetronewyork.org).

To further enhance our September offerings for the Chapter our Annual Golf Outing has been rescheduled for September 23rd. This gives everyone another chance to participate.

Hopefully We expect the events of our “back to school” month will be a great lead in for a year that will end in the amazing 60th Anniversary of our Chapter in June. Please join us on what we hope is a meaningful journey for all of us.

## Maintaining your Membership

Just a reminder to keep your membership active and contact information up to date. Running through our current list of members, there are many of you who have been long time members that have or are very close to having your membership expire.

If those of you could take a minute and let us know how we can help, or to express your concerns, it would be greatly appreciated.

Thank you, Bert Korteling CSI Director/Membership Chairman Metropolitan New York Chapter CSI - [bkorteling@matsinc.com](mailto:bkorteling@matsinc.com) 917-309-7196

# INDIFFERENCE

by Ralph Liebing, RA, CSI  
Cincinnati, OH

In architecture, engineering and construction mere indifference can be fatal—literally, figuratively and professionally! You simply have to know what to do, what you are doing, why and how best to achieve your end in a safe, serviceable and stable manner. It is more instinct, insight, experience and understanding than anything else.

Anybody else ever say it to you in those terms— say, like a prof? Say like an employer? Say like in the admonishment of a judge or court? More than likely not, because in a way this is the “dirty” side of the professions— the nifty-gritty, bottom line concept— No! Not concept, reality!

Day by day we all are immersed in work that often we take as routine, perhaps, mundane, too familiar and some lucky one, in startling new and exciting ways. Some aspects of project simply do not invoke a spirit of adventure, or excitement of the creative juices— they are just “there” and need to be done. In this we cast no dispersions, but rather highlight the idea that much of what we do and have others do is never seen once the project is completed— so who really care? Therein is born indifference, our stark enemy and the threat to all we are and wish to be. Flat out, you simply have to maintain, at a high level, the dedication and commitment to the right thing, in the right way, in the right place. Others may scowl at your suggestion when in reality it may be the saving grace of their career. Others may discount your

concept and approach only to follow [and inviter you along] a narrower and more risky path— watch your step!].

This is no slam at innovation or cutting edge whatever, but merely a watch-out that what you do to achieve something very new and quite different is not all that different from what you do for a more sedate solution. Fire burns anywhere; soil fails or collapses anywhere; faulty design, miscalculation, and bad assumption prevail everywhere— there is no forgiveness. To know and assume is perhaps the worst; to be ignorant of fact is a very close second— and the more heinous and absolutely unforgivable is indifference [as in, “Oh, it wouldn’t make that much difference any way!!!] Uh, see you in court—one day!

Vigilant and diligent we must be. Not overbearing, but professional; not imposing and grouchy, showing courage of conviction; and acting correctly even when others choose a far less prudent path [but we can save the world or those who simply— well.....are indifferent!] Such a crude and insidious attribute, but one that can easily slip into any life at any time over any circumstance whether caring for an infant of topping out a skyscraper! Driving a car recklessly for no discernable reason, or peeling out on a “hog” sans helmet!

What do you wink and nod at all too often? What do you re-prioritize to lower status without a link of the eye? Or better, what you do care least about, so being indifferent really fits the situation?

Don’t e-mail me your answer[s]— but for Pete’s sake think about all this.....please!



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# Competitive Advantage

Michael Chambers, FCSI, FAIA

There is a lot of talk about competitive advantage in the construction product industry. Mostly it is about “faster, better, cheaper”, in terms of how a product is sold and delivered. To my mind, this is a rather dated and archaic notion of competition, especially when selling products to design professionals.

In my experience, one of the most critical elements in developing a competitive advantage with design professionals is to control the specification process for your product or system. Another element is managing and delivering the knowledge that design professionals need to successfully integrate your product or system into a building design. A third element is managing and controlling the critical Division 1 process, particularly substitutions. Successfully integrating these three elements into your sales and marketing strategy will improve a level of competitive advantage that even “cheaper” will have problems competing with.

## Get specified!

In the nearly 30 years I have been called on by construction product representative, my recollection is that in less than a third of sales calls were specifications even mentioned. Product reps who can effectively work with specifiers in developing appropriate competitive specifications can gain some immediate benefits. In the final analysis the only reason to call on design professionals is to get specified. Any other goal is a waste of time and resources.

Getting specified can have significant advantages. First, you understand what is in the spec and what the design intent is. Second, if you have done your job correctly, you will know who the acceptable competitors are. Third, you most likely will get a call if a substitution or bidding issue comes up to see if it is appropriate.

Every sales type knows that you must close. In the sales arena we ask for the sale, deal with objections, and do everything possible to close the sale and get the order. When dealing with design professionals, you must also close. Closing a specifier is very simply asking to be specified and following through to ensure that it happens. There will be plenty of objections, but if you can demonstrate your specification expertise you can get the spec.

## Knowledge Management

Design professional are always over their heads, drowning in a sea of never ending information. Product Reps can significantly increase their company’s competitive advantage by helping manage the flow of

knowledge to the specifier.

In any given project, there can be from 75 to 125 specification sections to be developed. Design professionals can not possibly stay abreast of the information contained in each one of these sections. Providing up-to-date information, industry insight, and competitive knowledge will set you miles apart from your competition.

Be very cautious not to provide biased and partial information. This can cause you to completely lose your competitive position by trashing your integrity and credibility. The temptation will be great; but just give the specifier solid, industry standard information and you will benefit tremendously.

## Substitutions

Successfully getting specified does not mean a closed or sole source specification. Those are the easiest to break and substitute. Helping the specifier to write an open, competitive specification gives you a much better competitive position. The ability to control who is specified can practically eliminate substitutions.

When I speak of “control” I do not mean slanting or biasing the specification to benefit a manufacturer. Control means that you know what is happening, how the bidding or negotiating will be handled, and who you will be competing against. There is nothing worse than finding that you are bidding against a product or system that only looks equal.

Understanding and effectively working the processes and procedures in Division 1 can often provide a competitive advantage. If you are unsuccessful in getting specified and become the specifier’s preferred knowledge vendor, you can still be quite effective with the specifier in the way you handle the substitution process.

During most of my career, the substitutions I received have consisted of a transmittal and a product cut sheet. No competitive information, no idea of how the proposed substitution would be incorporated, basically no clue, period. It is critical to show the specifier that you understand not only the process but that you can address the real issues of the product or system equivalency

## Competitive Advantage

In my experience as both a specifier and a product representative, I know how important competitive advantage is. To be an effective product sales type with the design professionals, you must ask for the specification, provide non-biased, impartial technical information, and close the specification by understanding and effectively using the key processes contained in Division 1. Then and only then can you fall back on “faster, better, cheaper” and successfully bid and get the order from the contractor on a level and well-understood playing field

## Metropolitan Chapter CSI Monthly Schedule for FY 2011

September 15, 2010 -Trade Show & Education Seminars

September 23, 2010 - Rescheduled Golf Outing, South Shore CC, Staten Island, NY

October 13, 2010 - Information Technologies in Modern Buildings

November 10, 2010 - TBA

December 8, 2010 - Holiday Festivities

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### About CSI

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. The organization has 146 chapters and more than 14,000 members. Monthly Chapter meetings allow members the opportunity to communicate openly with their counterparts and exchange information for successful project management. CSI is renowned in the industry for its rigorous certification programs for professionals seeking to improve their knowledge of accurate and concise construction documents. CSI provides continuing education, professional conferences and product shows. For more information, visit [www.csinet.org](http://www.csinet.org), or call (800) 689-2900.

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