



SOUTHWEST BREEZES

A PUBLICATION OF THE SOUTHWEST REGION
CONSTRUCTION SPECIFICATIONS INSTITUTE



MAY 2009

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EDITOR'S NOTE: THIS IS THE FINAL ISSUE OF FY09 - THANKS TO ALL WHO CONTRIBUTED! HOPE TO SEE SOME OF YOU IN INDIANAPOLIS - EVERYONE ELSE, WAIT FOR A COOL BREEZE TO RETURN AGAIN IN THE FALL!

CSI SOUTHWEST REGION



DIRECTOR'S MESSAGE

Robert Mallory, CSI, CCS, CCCA, CCPR, LEED AP
Institute Director, Industry



Congrats to Robert, who will be elevated to CSI Fellowship this June in Indianapolis!

Our Southwest Region Conference was held the first week in April at Las Vegas. Joe Morales and the whole Las Vegas Chapter rolled out the red carpet for the Region and out did themselves. Thank you all so much.

We had a number of good sessions, starting with the Incoming President's Training. At that meeting we discussed CSI's Mission, our Value Proposition and Thought Leadership.

Thought Leadership is way of thinking about your Mission. Through Thought Leadership you own the Mission and teach it to others actively and passively. We live the Mission through everything we do professionally.

We discussed CSI's mission and came up with the following:

MISSION STATEMENT

CSI is the Leader in Construction Industry Communications. We lead through Education, Certification, and the development of Tools and Formats to properly document and communicate the Designer's Vision through to fruition.

We also discussed CSI's Value Proposition and came up with the statement below:

VALUE PROPOSITION OF CSI

CSI is the only organization working at the commercial level that is cross-disciplinary and the only organization focused on construction communication. We see the complete conversation from inception to the day after demolition.

CSI is in the communication business, not in the building business. All of CSI's products, means and methods, and logic were developed for organization of information and tools to convey that information to the building team in a complete, current, concise, and correct manner. Clarity of communication of the designer's vision to the builder's hands, with high fidelity, is our Mission.

With that being said, we discussed how CSI's Mission should infiltrate everything a Chapter does and everything an individual does. For CSI to thrive all of us need to live the Mission. This means our documents must be top notch and we must be able to explain why and how they are better to others who are not familiar with CSI and its approach to Construction Documentation.

Another thought that was brought up in discussion is that CSI has no competition. There are no other groups or organizations out there trying to compete with us with different systems for construction communications. This means that we need to lead the way and the best way to lead is to become a thought leader.

There have been some very interesting blog entries lately on the Institute's website under "The Fifth C" header. Please look at these entries and feel free to leave a comment and help keep the discussion going. Some of the topics are extremely important for us to be discussing and the Blog format turns out to be very effective. The Institute is



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IMPORTANT DATES

- **May 8, 2009**
Albuquerque Chapter Golf Tournament
- **June 16-19, 2009**
Construct2009 & CSI Convention, Indianapolis
- **SEND DATES FOR YOUR CHAPTER EVENTS TO:**
dbishton@mooreandbishton.com

changing very quickly and more and more it is going electronic and almost virtual, so please take a look and participate. This is the only way CSI will grow and change.

I hope to see a lot of you at the Convention in Indianapolis, IN. We will have a Region Caucus, so please put that on your calendar and attend!

SOUTHWEST REGION BUDGET GETS WINDFALL

Teri Hand, CSI, CDT
Southwest Region Finance Chair/Treasurer
Phoenix Chapter

“Windfall: an unexpected, unearned, or sudden gain or advantage”

As described by Merriam-Webster

At their fall Meeting the Institute Board implemented a 7% dues increase. These funds are to be distributed directly to the Regions from Institute. The purpose of these funds is to provide the Regions with monetary resources to reorganize their leadership as the Institute Board transitions to a smaller number. The current **TWO** Directors' (Neil Davison, CSI, CCS, AIA & Robert Mallory, CSI, CCS, CCCA) expenses to visit Chapters are paid by Institute. As the transition takes place in FY10, the Southwest Region will have **ONE** Director (Neil Davison) representing us on the Institute Board. The Institute will be responsible for his expenses. Neil will no longer be responsible for Chapter visits. His job is to represent our Region while serving on the Institute Board. The Region now picks up the expenses for Chapter visits by our Region leadership.

The Institute acknowledged that it will require additional funds for the Regions to revisit their Bylaws, restructure their Leadership, and make Chapter visitation adjustments to comply with their transition. Hence the purpose for a 7% dues increase.

In FY10 Robert Mallory, Region President and Ron Geren, CSI, CCS, CCCA, SCIP, Region Vice-President will begin a new era of leadership for the Southwest Region. They will have the benefit of the additional funds from the Institute to perform their Chapter visitations and other duties.

Previous to this change the Region received its funding from each Chapter in the form of assessments. Those assessments were paid once a year to the Region. Each Chapter paid \$10.00 for every member on their roster at our fiscal year-end, June, 30. Keep in mind if a member does not pick a home Chapter they are a member-at-large. Currently members-at-large do not pay assessments, as they do not belong to a Chapter and Chapters are responsible for paying assessments. Under this new transition, members-at-large will see a dues increase as well. Those additional funds will be paid to the Region directly by Institute.

The Region income has increased in two ways:

1. The Institute will now be paying the Region \$15.00-\$16.00 per person where previously Chapters were paying \$10.00 per person.
2. Members at large will now be contributing to those funds where there was no avenue for them to pay the Region previously.

Another change happens at the Chapter level. Because the Institute is sending dues



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Education Chair

This can be you!

Finance Chair/Treasurer
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Fund Raising Chair

Your name here!

Membership Chair
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Planning Chair
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Programs Chair

You can help here!

Publications Chair
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directly to the Region, there will no longer be Chapter assessments by the Region. This was voted upon and passed at our Annual Meeting during the Southwest Region Conference in April. So each Chapter must now make a decision on how to address their individual budgets. Do you pass this savings down to your membership or do you continue with your current Chapter dues and have less expense as a Chapter to improve your bottom line?

Each Chapter will need to make this decision individually. It is not for the Region to decide. You now have the facts to make an informed decision. Talk to your leadership and your membership and then inform the Region and the Institute should you decide to change your Chapter membership dues.

This information is not news to some of you. However, many of our members have not heard that there are changes taking place in the next few months. This article should reach a few more of those individuals. Please take the time to share your thoughts on how best to use the Region funds with our leadership. We are all looking for ideas that will benefit us all.

Good luck as you put together your FY10 Chapter Budgets. Have a Great Year!



GREETINGS FROM THE SALT LAKE CITY CHAPTER

Richard Baxter, CSI
Salt Lake City Chapter President-Elect

As this is my first time writing an article for the Region newsletter, I'm trying to think of something that could be of use to the readers. I'm not one of those who believe that you should provide articles just to comply with a requirement and make a bigger newsletter. I'd take a short but useful newsletter over a long useless one. *(hear, hear to that one, Richard...ed.)*

Since I will be taking the helm as President of the Salt Lake Chapter this July, I plan on complying with a philosophy that has made my work much easier. That lesson is: If you make the extra effort early on to organize and plan for all future work, you substantially reduce the efforts required throughout the duration of the job.

That means that you have to do the most work at the beginning of a project. It's like moving a large boulder. It takes a huge effort to get it moving, but it takes very little effort to keep it moving after that. My goals therefore, at this time of the year, are to lay down the foundation upon which the rest of the year will be built. Here are a few things I plan on doing soon:

- Fully understand the chapter bylaws and the roles of each officer and committee member. (I discovered that ours needed a few upgrades.)
- Spread specific information throughout the chapter as to goals and the tasks that will be expected of every member, every board member, every committee



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chairman, and every committee member. (I figure people will be more willing to volunteer for things if they have an idea of what they are getting into.)

- Prepare a thorough calendar of events that need to occur each month (This would be a living document as members add their input, but we have to start with something).
- Prepare e-mail messages to architectural firms and contractors explaining why they need their employees to join CSI and to be CDT certified. They should be using this to market themselves.
- Prepare e-mails to product reps explaining why they need to join. They should understand that specifiers trust CSI members more than other product reps. CSI membership says that a product rep is not only out to make money. They also cares about improving the quality and efficiency of construction.

While I can't make any guarantees how things will go this year, I am excited to give it my best shot, and I would advise all members to work hard now so that everything gets easier later.



GREETINGS FROM THE TUCSON CHAPTER

Rick Smith, CSI, CIC, CRIS
Tucson Chapter President

Hello to everyone. I thought I would share a few thoughts and some of the events hosted by the Tucson Chapter. With the current economic conditions gripping our country I should share some thought that comfort me and help adjust my perspective: The darkest hour has only sixty minutes. – Anonymous; "The best way out of difficulty is through it"- Anonymous; and finally, "For it is not death or hardship that is a fearful thing, but the fear of death or hardship"- Epictetus

The Tucson Chapter had many interesting and well attended events over the past year.

CHAPTER WEBSITES

Albuquerque:
Denver:
El Paso:
Las Vegas:
Phoenix:
Pikes Peak:
Salt Lake City:
Tucson:

www.csialbuquerque.org
www.denvercsi.com
www.csiepaso.org
www.csilv.org
www.csiphoenix.org
www.pikespeakcsi.org
www.csi-slc.org
www.csitucson.org



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In October, we had a local real estate expert explaining the future occupancy forecasts. November we held a roundtable with the local Development Services reps regarding Special Inspections. December was our traditional dinner followed by a Hockey game. January was a councilman that sponsored a local piece of legislation called the Rainwater Collection and Distribution Ordinance. This was the first legislation of its kind in the Country, so I am told.

Tucson is weathering the current times on the whole as a community. There are several major volunteer community projects sponsored by the local construction community throughout the year that are well attended by our members.

To all reading this, the entire Tucson Chapter wishes good luck to you and your families.

DENVER CHAPTER ANNUAL SYMPOSIUM & PRODUCT SHOW

March 17, 2009 (St. Patrick's Day)



Clockwise from lower left: Product Show (2); educational presentation by Greg Markling, Institute VP & Chapter member; featured presenter Brad Bull, Architect with RNL Design and climber of Mt. Everest; Mike Young, Chapter Vice-President announces "dinner is served."