



Newsletter

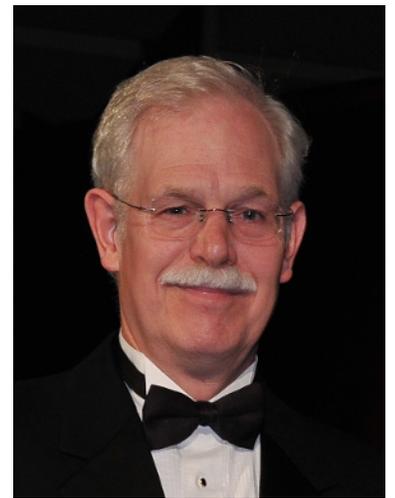
December, 2016

President's Message

Are you getting the most out of your CSI membership? For myself, I have gotten so much out of various levels of participation in CSI. I have chaired several committees, been a presenter at chapter meetings and certification workshops, volunteered in the classroom at a local college, and served as chapter president. That might not be for everyone. But before all that (and before I really understand what CSI was about), I attended chapter education meetings and Specifier's Breakfast meetings where I got to meet and learn from other members who were more experienced than me. I improved my technical skills and got to know manufacturers' reps that over the years became my Trusted Advisors, as well as my friends. I urge you to get involved, either by attending a chapter meeting or volunteering to help on a committee. The rewards are worth the small time commitment.

Earlier this month CSI sent out an email to all members with a link to a survey. Hopefully you took advantage of that opportunity to share your opinions on the direction of our organization. I'll offer you another chance to share your thoughts. Send me an email and let me know what chapter meeting or event was particularly memorable to you; or maybe a suggestion on what you'd like to see different. I'd love to share some of those stories in our newsletter. My email address is at the end of this newsletter.

Working for a major retailer, I am very familiar with the hustle and bustle of the season that starts on Black Friday (or now Thanksgiving evening). Although Christmas is the holiday most frequently related to December in this country, there are many more holidays during November through early January.



These include Diwali, Maulid al-Nabi, Hanukkah, Kwanzaa, and New Year's - to name only a few. So whatever you and your family are celebrating this holiday season, on behalf of the North Central Region Board, I want to wish you all Happy Holidays. Take a break from the rush and craziness of shopping and party planning, share a little quality time with family and friends, and reflect on what is important in your lives.

**Jon Rao Papke, FCSI, CCS, AIA
North Central Region President**

Director's Message - At Your Service

Meet Your Candidates

There are days I am simply unable to contain my pride and my glee at representing the wonderful Members of the North Central Region (NCR). This is one of those days!

In accordance with the NCR by-laws, I was recently tasked by your Executive Committee with populating and administering a Nominating Committee to find candidates for the upcoming election for Institute Director. We are all indebted to John Rickert, FCSI, CCS, AIA, LEED AP, Renee Doctorczyk, CSI, CCS, FAIA, SCIP, Steve Gantner, CSI, CCSI, CCCA, and Mike Coan, CSI for their dedication in fulfilling the demands of the Committee goals.

We in the North Central Region rely upon a solid cadre of seasoned Fellows and leaders experienced at all levels of our cherished Association. However, we also have a very strong group of rising stars who are positively shaping our Chapters and Region. This collection of professionals made it easy for the Committee to identify potential candidates who satisfied our selection criteria of Regional leadership experience and demonstrated sound judgment. We initially drafted a qualified list of 18 of the NCR's best and brightest.

The job requirements of Institute Director can be daunting for a busy professional. In addition to monthly tele-conferences and quarterly face-to-face meetings, significant study and preparation is necessary to understand and contribute to the Association-wide discussions. Those general responsibilities are compounded by the separate duties of various Committee roles. Kudos to those who, understanding the requirements, were willing to offer their time and efforts for the benefit of our Members.

The Committee's vetting reduced the original number to seven prepared to be considered for this office. Each was given an un-official "job description" as experienced by the current representative, and a standardized form from Institute requesting a brief overview of their professional resume, non-CSI leadership experiences, and a statement of their perception of the challenges facing our Organization and goals for their tenure.



After careful review of the requested forms and statements, the Committee selected as the three finalists:

Ms. Laura Jean Derrick, CSI, AIA

Mr. Alan Itzkowitz, FCSI, CCS, CCCA, AIA, ALA, LEED AP, NCARB, SCIP

Mr. Jon Rao Papke, FCSI, CCS, AIA

The candidates' statements will be posted to the NCR website in the coming days for your consideration as the election nears. Each, of course, is also available to any of our Members with questions or comments about the Institute Director's role and responsibilities. The Institute will issue a national ballot on the first of February. Members in good standing of the North Central Region will have the opportunity to vote for the candidate of their choice. Do not let this rare opportunity to shape the future of your Association pass!

I am greatly encouraged by stellar quality of our candidates and very optimistic about the future of our Region and our Institute. We will be well-represented regardless of the outcome of the upcoming election!

**J. W. Mollohan, CSI, CCPR, CEP, LEED GA
Institute Director from the North Central
Region**

Pursuing New Members: A targeted, Educational Engagement

In the wake of the recession and loss of CSI membership, the Minneapolis-St. Paul (MSP) Chapter recently embarked upon a new effort to educate about CSI and to bring in new members; especially design professionals. The new effort, named Design Firm Outreach, is spearheaded by the current Chapter President, President-Elect, and Immediate Past President; all whom have various levels of CSI certification. The Design Firm Outreach focuses are design firms with little or no CSI involvement; particularly the younger employees engaged in the design or construction phases. The basis of the message to the design firms is simply to show how CSI is the foundation of construction document organization, communication, and education; not an aggressive hunt to hard-sell only CSI membership.

MSP developed the Design Firm Outreach venture with a team of Product Representatives and a Design Professional; all with various levels of CSI certification. The Product Representatives have the insight on local firms with little or no CSI involvement and can be the liaison between the Outreach team and the firm. The Design Professional on the Outreach team has the insight for the clear educational message to the design firms and employees to meet their needs.

The outreach process starts by the Product Representative discussing the outreach with his/her design firm contact; asking about professional membership and educational support by the firm for the employees. The outreach moves into with a preliminary meeting conducted between the Outreach team and the design firm contact and other management or education directors. The preliminary meeting is to briefly talk about the outreach presentation message and to ask them if a presentation can be scheduled and to invite key design firm employees to that upcoming presentation. One clear point discussed in the preliminary meeting is the outreach presentation message is not intended to be only persuasive publicity on CSI membership, but educational about CSI. After the preliminary meeting, the outreach shifts into the presentation to key design firm employees; which is about a one hour slide presentation and discussion with the following content:

- Formats and standards by CSI: MasterFormat, Uniformat, SectionFormat, etc.
- Certification program levels, schedule, and chapter support

- Random slides of sample CDT exam questions and graphics to engage the audience
- Local CSI chapter benefits; i.e., chapter meeting content and schedule, and special events
- Networking with other design professionals and with well-qualified product representatives
- Product representative role, ethics, and assistance in design and construction phases
- Design professional certification program levels and benefits of knowledge gained
- CSI benefits at national and regional level; i.e., CONSTRUCT, region conference, The Construction Specifier magazine, CSI weekly email, and other added values
- Membership cost and how to register
- Website addresses for CSI and local CSI chapter
- Presenter contact information for further questions

Finally, the Product Representative follows up with a simple thank you email to the design firm contact and attendees with the guarantee that there will be no further emails or contact unless they request it.

Outreach to design professionals is paramount to educating about CSI and to the prospect of gaining new membership. The outreach outlined above takes a team of current CSI members with CSI certifications, both product representatives and design professionals. The outreach, targeted to local design firms with limited or no engagement with CSI, includes a preliminary meeting with the design firm contacts, a presentation to key design firm employees, and a thank you to the design firm contacts and attendees. The outreach presentation message is simply CSI's role in construction and education with the many benefits that support membership. Yes, new members are needed; but with a more selective, helpful and educational message perhaps those new members will be attracted to CSI; not subjected to a negative, aggressive chase leaving a poor impression of our CSI organization.

**Pamela Jergenson, CSI, CCS, CCA
CSI-MSP Chapter Immediate Past President
NCR Certification Committee Chair**

North Central Region News

2017 North Central Region Conference

Madison Wisconsin chapter invites you to “~~Capitol~~ Capital Ideas,” the 2017 North Central Region Conference being held May 4-6, 2017 at the Park Hotel on the Capitol Square in downtown Madison. Information will be available soon, but you can view host chapter’s “save the date” notice [here](#).

Please plan on attending the conference's [opening reception](#) at the Madison Children's Museum, May 4 from 6 to 8 pm.

Committee News



Having a holiday Party? Be sure to invite as many non-members as possible. It's a great time to meet and greet! No pressure, no program, and a more relaxed atmosphere may entice a non-member to see what you're all about! Contact non-members early – there are a lot of demands on people's time during this season.

Certification: Pencils Down



Does anyone remember taking a timed test, with a pencil and a teacher glaring over the students? Then the famous fear-striking words: “Pencils down. Hand in your test.” Right now, the fall 2016 certification exam period is still occurring for registered examinees and will continue until December 10th. This is the latest and longest fall certification exam period in CSI history. New certification exam applicants now have the opportunity to take the computer-delivered exam over an extended period of six to eight weeks, not the previously scheduled four weeks. Wondering about spring 2017? Look for open registration and the new extended exam period by late January 2017 on the CSI website: CSlresources.org. Check with your local chapter for available CDT preparation courses.

Around the Region

The following is a list of upcoming events you can attend at North Central Region chapters. Some chapters did not provide information before the publication deadline. To get your chapter's information listed, please send it to esaltz@esadesign.com.

Central Iowa Chapter

December 12 - Chapter Program, "Fire and Smoke Dampers"

Central Missouri Chapter

December 2 - Chapter Program, "Curved Cold Formed Metal Framing"

Chicago Chapter

December 2 - Meet the Reps Roundtable: Paint

December 8 - Holiday Party and Benefit

January 9 - CDT Exam Study Class Begins

January 12 - Young Professional PechaKucha

February 28 - 14th Annual Building Enclosure Event

March 16 - CSi2eye One-on-One Technical Education Event

Greater Saint Louis Chapter

December 14 - Chapter Holiday Gala

Kansas City Chapter

December 6 - Chapter Program, Toys for Tots

January 8 - KCCSI Plaza Lights Trolley Ride

January 16 - KCCSI at Harvesters

February 2 - KCCSI EXPO

Madison Wisconsin Chapter

December 13 - Holiday Party

Minneapolis-Saint Paul Chapter

December 12 - Chapter Program & Holiday Luncheon, "Cutting Edge Technologies and Materials"

January 9 - Navy island Wood Veneer Tour

Nebraska Chapter

December 12 - Holiday Party

January 9 - Chapter Program, Project Closeout – Punch Listing, O&M, Warranties and Substantial Complete

Northern Illinois Chapter

December 15 - Holiday Party, contact Jason Schaum for more details.

January 19 - Chapter Program, Low-Slope Roofing Systems

Southwest Missouri Chapter

December 14 - Board Meeting

December 15 - Special Christmas Chapter Meeting. Presentation by Honor Flight's Sheila Collins

January 11 - Board Meeting

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