

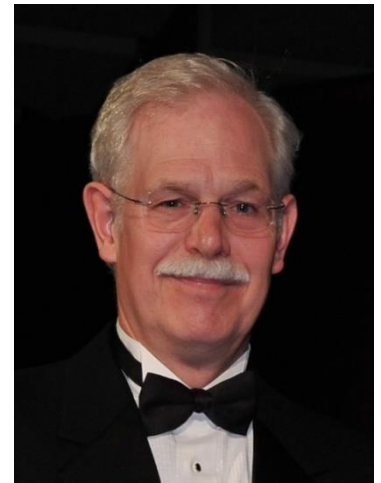
President's Message

*The answer is not "no"; the answer is not "yes";
the correct answer is "let's investigate".*

This was one of my take-aways from James Benham's Game Changer session at CONSTRUCT 2016 last month in Austin. If you weren't able to attend, you missed some great presentations. Benham's session titled, "Future Forecast: How Drones, Sensors and Integrated Aps are Re-Writing all the Rules" addressed just that. Technology is changing the way we design, procure, and construct for the built environment; and faster than most of us are ready for. Here's another quote from that session: *Make sure the innovators, not the naysayers, are in charge of technology at your organization.* This relates to the first quote. The risk is being left behind by your competition.

The keynote speaker was Larry Winget, a television personality, international acclaimed speaker and bestselling author. His presentation "The Cold, Hard, Ugly Truth About Success" was entertaining, if not earth-shattering with new ideas. Larry's presentation style is what I call sarcastic humor. If you can get past that, it was entertaining. Part of his premise for this presentation was that there are really only 18 ideas of success. And they were pretty basic. He only had time to address 3 ideas.

#1 Take Responsibility. Not a new concept and it seems so obvious. He even yelled at a guy in the audience for writing it down (just as I was writing it down on the other side of the auditorium). But it makes a huge difference to your clients and customers when you show accountability. It's ok to



use "I" when talking about what you are going to do or what you probably shouldn't have done but will correct, instead of referring to we, they, or the company. It will have more impact.

#2 Flexibility. People hate change, but we all need to deal with it. We are often too comfortable with change, and need to get uncomfortable to try to change.

#3 Lighten up & have more fun. He gave a few real life examples of how to find humor in some unusual work situations.

If you'd like to learn more from Larry Winget, check out some of his bestselling [books](#). The titles alone should give you a clue about his humor.

Our CEO, Mark Dorsey also spoke. He now has a year under his belt with CSI. This past year was a building year, and his focus was on certification, resources, and technology & service. If you haven't already been notified, CSI's new website is up and ready for you to explore at www.csiresources.org. It has been rebuilt from the ground up with a focus on state of the art communications and customization.

There are improved and easy to navigate organization and search functions. A few chapters are beta testing it for microsities, but that won't be available to other chapters for 6-9 months. Give it a test drive. Your current user name and password will work.

feel free to contact me or any of the other region officers if you questions, comments, concerns or suggestions. We are here to help.

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

Director's Message

We are now into the FY'17 program year and hopefully all the chapters are in full swing. Please Business or pleasure? I reject the premise of this frequently asked question that the two are divisible. We design and construction professionals are deadly serious about our responsibilities to our employers and clients but, we take great pleasure in the satisfaction of those duties and, in the company of our peers. That pleasure was on display in Austin this month at the 60th annual CSI Convention and CONSTRUCT show as successful careers were lauded and friendships renewed.

Congratulations to Alan Itzkowitz on his elevation to Fellowship, to Sheldon Wolfe for the recognition of his Distinguished career, to the Minneapolis-Saint Paul Chapter for the earning the coveted CSI Chapter Cup and, to all of the NCR Chapters and individual Members recognized for their contributions to our industry. You do us all proud!

Closer to home, a search is now underway to find candidates for the upcoming election of your next Institute Director (representative to CSI's national Board of Directors). Several outstanding prospective candidates have been nominated and the Committee will be challenged to winnow the field and make recommendations to the NCR Board. Finalists will offer statements of their views on the opportunities and challenges faced by our association which will be posted on our NCR website for your review prior to the national balloting at the beginning of February.



Lastly, several of you have asked about the traditional annual call for volunteers for Institute Committees. Initially viewed as delayed by the comprehensive policy changes at Institute, that call has been abandoned as the trend toward "micro-volunteering" advances. Under this discipline, year-long commitments are being overtaken by service predicated more on specific skills. Those volunteers are being recruited by the Committee Chairs for specific projects of shorter durations. This does not mean you cannot serve! If you desire to participate on a national Committee, please let me or Jerry Putnam know and we will do our best to match you to the needs of the Board and / or Operating Committees.

**JW Mollohan, CSI, CCPR, CEP, LEED GA
Institute Director from North Central Region**

North Central Region News

Award Winners

Congratulations to the chapters and individual members who won institute awards and honors at CONSTRUCT 2016 & The CSI Annual Convention in Austin, Texas. The complete list of winners from the region can be viewed [here](#).

Travel Calendars & Contacts

J.W. Mollohan, CSI, CCPR, CEP, LEED GA generously created a collection of travel calendars for those of you traveling about the region and those who travel nationally. The calendars list when all the different chapters hold their events so you can plan your trips to correspond with chapters' meetings.

[National Travelers Calendar](#)

[Regional Travelers Calendar](#)

[Regional Travelers Contacts](#)

Committee News

Membership Committee: Membership Matters

Look at the make-up of your membership! Do you have a lot more product or manufacturer's representatives? A lot more architects? How many engineers do you have? Contractors? Sub-contractors? What can you do to reach out to those under-represented in your chapter? Remember, CSI is the only organization that brings ALL construction participants together!

**Lynn Javoroski, CCS, LEED AP, SCIP
Membership Chair**

Communications Committee:

New CSI Website

CSI is encouraging members and others in the AEC community to check out our new website, introduced at CONSTRUCT in Austin in September. Visit <http://www.csiresources.org>. Members, when you visit this site, click "SIGN IN" and use the same email address and password that you use for the old CSI Portal site. Click the head profile in the upper right corner and then pick "PROFILE" to add your personal information to your profile.

After you've done that, please add me as a contact by clicking "Community" and "Community Directory" and search for my name.

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" flyer [here](#).

**Elias Saltz, CSI CCS, LEED AP
Electronic Communications Chair**

Fantasy Football and CSI

Are you using the best fantasy football skills in managing your CSI membership?

Well ahead of his Super Bowl win with the Denver Broncos, C.J. Anderson was honored as the top running back selected by the Farmers in the Pigskin Fourteen Fantasy Football draft. That's my team, in a league in which I act as Commissioner. And many should be able to appreciate the balance between this tongue-and-cheek notion, and the seriousness and dedication of those entrenched in the fantasy football culture. For me, this is a year-round activity which starts with a look ahead to the next season once the order has been placed for the league champion trophy.

For me, fantasy football begins in the spring of each year, poring over statistics, depth charts, and schedules like a spec writer might take apart a thermal and moisture protection section in Division 07. I read and study and discuss, and do everything I can to out-think the experts. It's a hobby, and just through the uprights as something that is good and healthy without being an obsession, but I often think that the world would be a much better place if I focused these efforts on something else. If I was as motivated with my investments, would I be retired already? What if I channeled these efforts into the church's confirmation program; would there be class full of future bishops? Most recently, the guilt extended to CSI. What if I was as committed with CSI?

This got me to thinking. In reality, fantasy football and CSI aren't all that different. Let me explain...

The first, and most obvious correlation between fantasy football and CSI is the notion that both strive to assemble a winning team, in what is essentially a keeper league. The objective of CSI is not to be successful in the course of a single season, or calendar year, but to establish a strong roster of members to champion the organization's ideals over time. Membership retention is key, and unfortunately, the retention rate of CSI members under the age of 50 is only 56% (that's a #CSIStats fact). That's the equivalent of looking to your aging quarterback to win games for you, and scouring the

list of untested free agents to fill in at the skill positions on your roster.

Often, the greatest success in building a quality fantasy football team comes from taking a chance on young talent, and stockpiling this. In the league I was part of this past season, half of my roster of 15 players was comprised of young talent as I waited for one of them to break out with a monster performance (one of them hit; thank you Arizona Cardinals running back David Johnson). CSI is no different in the need to bring in young members in numbers, and look to them for the ideas that will shape the future of the organization. Youthful membership leads to growth, which is a quality shared by 1 out of every 4 CSI Chapters that receive an Outstanding Chapter Commendation.

So how are the free agents picked up, and how does this growth occur? Hard work. Fantasy football will keep you up nights. While the waiver process basically puts general managers on a waiting list to acquire the preferred free agents each week, once this waiver process is complete, it is open season to pick up any available player at any time. For me, this may mean getting up early in the morning after the waiver process has been completed to see which free agents were overlooked that could be added to my team.

This is about recruiting, really. The key is building a roster of talent and being vigilant in this pursuit. Stay informed about many individuals, stay connected with these individuals, and do everything to add them to the team. The idea is not to remain complacent about the makeup of a roster, but to always look for ways to improve this. For fantasy football, this may mean putting aside apprehensions about picking up a free agent, or making a trade with another team. For CSI, this may mean putting aside apprehensions about contacting someone as a prospective member, or taking the opportunity to make a connection and promote something the organization is doing. Remain vigilant. One e-mail won't complete the transaction and close the deal.

Develop and maintain relationships, and always be looking for the next prospect that can be added to the roster.

Find players and build the team. Develop talent and improve the team.

If you have the numbers, the talent will be there as well. Often, specifically for CSI, the talent is versatile such that individuals can offer value at several positions. In a given year, 1 in 5 CSI chapter leaders holds more than one position. This is the same thing as a good flex position player in fantasy football. A flex position is one open to players from different skill positions. This lends to versatility in the roster so that different star players can be used in different roles for different situations (usually schedule related) throughout the course of a season. Numbers, talent, and versatility all contribute to the success of an organization.

All of this is good, but is there a clear strategy of succession as part of the CSI membership? Just having younger talent available is not enough. Younger talent needs to be an active part of the roster. A common strategy in fantasy football is termed “handcuffing” a star player, usually a starting running back. This is a roster strategy where in addition to the star player, that star player’s backup will be on a roster as well. For the Farmers (my team), this would have meant that in addition to owning C.J. Anderson, I would have also owned his backup, Ronnie Hillman. The concept is that if C.J. Anderson were to have been injured during the course of the season, Ronnie Hillman would have stepped in as the lead running back for the Denver Broncos, and there would have been a seamless transition at this position on my team. The same applies to CSI. There need to be handcuff members to work with the current leaders, and then transition into these leadership roles to ensure continuity. Get people involved in CSI and give them purpose, and avoid having 1 in 6 leave because they were not satisfied with the experience.

Despite being projected to finish with a 1-13 record, my team finished respectably, made a playoff run,

and finished 4th out of a total 14 teams. Had I stayed with my original roster of drafted players (graded as a ‘D’ by the experts), the result would undoubtedly have been quite different, and likely somewhat unhealthy for me. But the strategy of acquiring new players, always looking to improve the roster, and having confidence in these moves took the season in a completely different (and healthier) direction. If score were kept on player transactions only, my average of nearly 3 roster moves per week would have smashed the competition.

The challenge to CSI, and to each of us, is to build our roster, develop young talent, and improve our team. The challenge is also to take things from our professional and personal lives that will make CSI better, and share these to always move our strategies forward. The question is really this: Is CSI a team that has the talent to make a championship run, and maintain this as a dynasty over time?

If you’re wondering who won my fantasy football league this past season, it was my wife, Liz. While I was working statistical voodoo and developing my own metrics for success, she elected to build her team by deferring completely to the pre-draft player rankings of the experts. The elusive Silver Swine trophy now bears her name, not mine, and the cycle has started for me again as I look to this as my North Star in 2016.

Maybe I should vary my approach this season, take a cue from the spec writers, and rely upon the knowledge of the experts.

**Troy Steege, CSI, CDT, AIA
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