

**CSI  
Chapter  
Program  
Chairman  
Guide**



**FY10**

## Quick Reference!

*The top people and information you need to do your job*

<b>CSI Contacts:</b>	<b>Direct Line:</b>	<b>Toll-Free:</b>	<b>Email:</b>
Membership and Leadership Programs Specialist	703-706-4794	<b>800-689-2900,</b> extension # Ext. 4794	<a href="mailto:chapterrelations@csinet.org">chapterrelations@csinet.org</a>
Membership Manager	703-706-4787	Ext. 47876	<a href="mailto:jzimmermann@csinet.org">jzimmermann@csinet.org</a>
Web Content Manager	703-706-4795	Ext. 4795	<a href="mailto:jdavis@csinet.org">jdavis@csinet.org</a>
Membership Services Supervisor	703-706-4727	Ext. 4727	<a href="mailto:csi@csinet.org">csi@csinet.org</a>

### Important Deadlines:

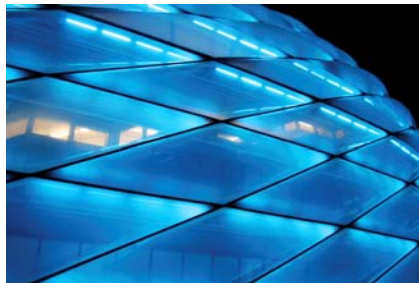
- CSI Fiscal Year July 1– June 30
- Honorary Membership Nominations January 2
- Institute Awards January 15
- Officer and Chairman Forms (list of next year's officers and chairs) April 30

### Important Addresses:

- CSI Website [www.csinet.org](http://www.csinet.org)
- Chapter Leader Toolbox [www.csinet.org](http://www.csinet.org) /Chapters & Region Leaders/ Chapter/Region Leaders Toolbox /Chapter/Region Roster Report
- CSI National Headquarters 99 Canal Center Plaza, Suite 300  
Alexandria, VA 22314

### CSI Membership Categories and Annual Dues (as of July 2007)

- Professional, Industry, Associate: \$220
- Intermediate: \$100
- Honorary, Emeritus, Lifetime: No charge
- Student: \$27
- Retired: \$35



## INTRODUCTION

### ***Congratulations!***

So you've accepted the position of Program Chair for your CSI chapter! Programs are the lifeblood of the chapter experience, and you are in the enviable position to help shape that experience.

As Program Chair you will develop skills in project management, program development, public speaking, people management, public relations, budgeting, marketing and communications.

Serving as a Chapter Program Chair is a great honor, and an opportunity to not only have an impact on CSI but enhance your own leadership skills. This guide will provide you with all the "tools" you need to succeed in this important job.

### **Basic Responsibilities**

As Program Chair you are primarily responsible for:

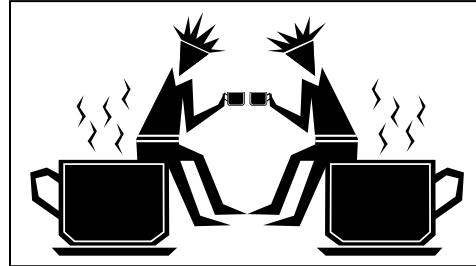
1. Developing **interesting and educational** programs
2. Developing programs to **attract new members and engage current ones**
3. Making **connections** with potential partner organizations in your local construction community
4. Analyzing the **results and impact** of current programs
5. **Publicizing** your chapters programs and events
6. **Identifying and developing** your own successor
7. **Communicating with your Region Program Chair**

## WHAT TO DO FIRST? (Check off as completed)

**☐ First.** Call your chapter president and membership chair and meet one-on-one for coffee or lunch. **FUN ALERT!** Talk about your goals, hear about their ideas, and do a little brainstorming about the programmatic needs of the chapter.

**☐ Second.** Invite a few interested members (including two or three new members) to a program brainstorming session (no commitment beyond that meeting). **FUN ALERT!**

**☐ Third. IDENTIFY YOUR RESOURCES.** Check out the CEN (Construction Education Network) section in Professional Development on the **CSI Website** ([www.csinet.org](http://www.csinet.org)) and become familiar with how CEN can help you with programming.



**☐ Fourth.** Yes, you knew this was coming – go to the “Administrative References” link on the CSI webpage and read all parts relating to programs, particularly the Best Practices section. Though big and a bit daunting, it’s the best, most comprehensive guide to CSI’s procedures, and policies.

**☐ Fifth.** Pull a committee together (draw on the brainstorming group and add their friends/associates), decide on programs for the year, and assign each person to one program.

**☐ Sixth.** Schedule the programs for the next year, contact speakers, and communicate the line-up to the chapter, region, and Institute

## **Avoid the “Committee of One” syndrome!**

Try to get more than one committee member in each group – not only will you get more done, groom future leaders and avoid burnout, but –



**It's no fun to do it all alone!**

## WHAT'S A GOOD PROGRAM?

Some elements to consider.

- Make it educational – members want to earn CEU units
- Highlight cutting edge information with info on the latest trends/projects/materials
- Shoot for topics that help members do their job better, cheaper, faster
- Include opportunities to enhance networking connections
- Offer a warm, friendly inclusive environment
- Make it fun!
- Chapter leaders are very clear on the notion that programs are what attract members. Everyone's talking about LEED and the fact that you can't build a sustainable building without CSI documentation
- Include at least one "What is CSI? What Can it Do For You?" each year

## Program Resources

### Construction Education Network (CEN) Provider Program:

CEN is a comprehensive network of program providers that encompasses the entire building industry and is a great place to look for program presenters in your area.



CEN provides an automated system for tracking continuing education credit as well as assuring quality educational programs of the highest caliber through standards based on IACET (International Association of Continuing Education and Training) criteria. Any CSI chapter can become a CEN provider at no charge – just go to <http://cen.csinet.org/> to register. CEN has over **600** programs registered and **39,000** CSI CEUs have been issued.

### Appendix I: Suggested Topics for Chapter Programs in the CSI Administrative References.

**Education Matrix from the last CSI Convention:** the topics for the education programs are chosen because of their interest to the industry and timeliness. Take advantage of the work that's already been done for you, and adapt any of these ideas for your chapter.

**The Construction Specifier Magazine.** Again, the research has already been done for you! Take an article and find a local professional who would agree to present on it. Examples:

- Wood Ceilings vs. Acoustical Tile or Gypsum (December 2007)
- Cold, Wet and Green – different green roofing systems (March 2008)
- Roadmap to a Sustainable Concrete Industry (January 2008)

### CSI PowerPoints

On the CSI ftp site are easily downloadable presentations you can use as is or edit to your own chapter needs:

- **Chapter President's Orientation:** a comprehensive overview of responsibilities, important contact information, deadlines, guidelines for organizing the chapter, running meetings, suggested organizational structure and more.
- **Employer Presentation:** a presentation that can be given to convince an employer to support an employee's membership in CSI.
- **Leadership Pipeline:** how to think about volunteer leadership development.



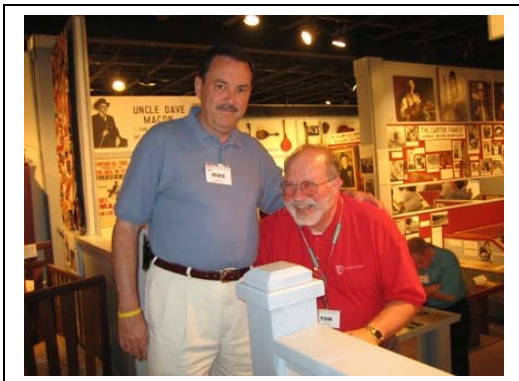
- **Prospective Members:** to show to people who are good prospects to join CSI.
- **What's In It For Me?:** details the benefits for being a CSI member.
- **What's New with CSI:** all the latest news.

## Program Ideas from the Field

**1. Panel Discussions** – find a controversial subject and invite 3-5 experts representing different construction disciplines to have at it.

Examples:

- **The Impact of the Downward Slide in Homebuilding on the Non-Residential Market:** architects, contractors, construction loan officers, product manufacturer
- **How Sustainable is Concrete Really?** Forensic architects; concrete installers; architects; building inspectors
- **Fear and Loathing of RFIs (Request for Information):** designers, contractors, construction attorneys, construction insurance companies
- **Sponsor a TEACH-IN** with support of National Engineer's Week at local elementary schools to



educate students on contributions that engineers make not only to the construction industry, but also in our everyday lives

- Featured a **free workshop offered by OSHA**, “Ergonomics in Construction” in chapter newsletter
- Free Contract Documents **10 Week Training Class**.

## **2. Meeting Speakers by Topic Categories (CSI MT. RAINIER CHAPTER):**

- **Sustainable Building/ Green Design**
  - Air Quality Control; Selecting Materials; Daylighting; SMART Building; Wetlands Mitigation; Building Use Considerations
- **Design Concepts/ Issues**
  - Feng Shui; Historic Preservation; Colors; Mixed Use Buildings; Art in Architecture; Neighborhood Infill; Retail Design Concepts
- **Construction Material or System**
  - Wood Framing; Moisture Control; Steel; Mold/ Mildew; Prevention; Good Roofing Systems; Light Gage Steel Framing; Fire Rated Assemblies
- **Construction Methods/ Delivery**
  - Understanding Design/ Build; Workmanship; Understanding Owner/ Build; Quality Control; Estimating Techniques; Construction Manager
- **Building Use Type/ Newly Constructed Building Tour or Presentation**
  - Tour Stadium High School; New Clover Park TC buildings; Bates TC new building; Port of Tacoma; Convention Center; University of Puget Sound
- **Local Community/ special interest**
  - State Capital Restoration; Tacoma Narrows Bridge; Glass Museum; Sound Transit; Tacoma Art Museum; Salishan Re-development
- **Business Management**
  - State of the economy and future trends; Legal Issues; Marketing; Delays & Claims; Applying & getting Awards; Liens & E/O Insurance
- **Specifications ideas/ techniques/ methods**
  - How to convert to MasterFormat 04: Building Codes; Understanding Substitution Requests; Fire Codes; Contract Document Coordination
- **Contractor Methodology**
  - Understanding Bid Day process; 10 Things Contractors would like A/E's to do; Job Site Safety; Construction Management Project Scheduling
- **Personal/ Professional Development**
  - Time Management; Public Speaking; 8 habits for a Healthy life; Ethics in the Work place; Dealing with Difficult People; Decision Making

## **3. Joint Program with SMACNA.**

“One of the best received Chapter programs at the Sacramento Chapter was with SMACNA. I was at their local chapter's Christmas party one year, joking with a topic of what architects think is important in a detail vs. the field guy.



After getting an ear full, I challenged the local SMACNA rep to gather the "worst" sheet metal details their members have seen lately from the architectural community. We cut off the title blocks and put on the wall for a pre-meeting "tech session" and had their reps rip the details apart and offer suggestions. We also did this with the Woodworking Institute of California on cabinet details which was as successful.

The pre-meeting was free and advertised heavily to the big firms to bring their young "backroom" staff that they could not afford to bring to normal Chapter meetings.

**Duane Michael Johnson, CSI, CDT**

#### 4. Fun Committee

"Our chapter actually has a formal committee named "Fun" whose sole purpose is to create an atmosphere of fun at all chapter events...formal or not...We always have some goofy game prepared for the chapter meetings..."Pin the tail on the President," etc. The fun committee also seeks out sponsors for the bar from among the vendor members...then we allow that sponsor to have a tabletop and a quickie 5 minute mini-presentation... If the Fun Committee is doing its job, we simply provide a little encouragement...the members will do the rest."



**Brent L. Williams, CSI, CDT**

#### 5. Day-long seminar on specifications

"The Greater St. Louis Chapter of CSI presents a day long seminar on specifications: "The Fundamentals of Specwriting: Improving Your Practice by Improving Your Written Documents" ...as part of a joint effort by our local AIA and CSI chapters.

Both these seminars reach out to the "non-full-timers" ...half of the specifications in this country are written not by ... the full timers at firms and the independents in private practice – but by project architects, engineers, and project managers who do specifying as one of many other tasks in putting together a project. For further information contact [execsecretary@stlcsi.org](mailto:execsecretary@stlcsi.org).

**George A. Everding, AIA, CSI, CCS, CCCA**



#### 6. Mini-Seminars

"LA/CSI started its now-famous "Short Courses In Construction Contracts and Specifications" back in 1973. These were generally 13 evening sessions of two to three hours, enrolling on the average about 25 architects and engineers, and continuing for almost 20 years..."

In the mid-1970's, LA/CSI added a 45-minute pre-meeting session, called "Spec Writers Workshop" and invited our product reps to

present generic facts on the problems their products were meant to solve. A rigid code was followed: speakers were not allowed to talk about how their own product was so

much superior to others but were required to stay generic: explain the problems of waterproofing and the various solutions; explain the difference between vinyl and latex paint; show how ceramic tile should be installed; etc.

Product reps stood in line to sign up. So did our professional members. It became a gathering from which most of our new professional members arrived. It was a great success from the day of its founding, and is still going strong.”

**Hans W. Meier, FCSI**

## **7. Product Expo**

“Here in Kansas City we have had our 4th annual Product Expo..Attendance to our Product Expo is by invitation only. Each exhibitor invites three Spec Writers/ Architects/Engineers. With approximately 40 table-top exhibitors there are a good number of "pre-qualified" leads. This format puts the responsibility for attendance on the exhibitors rather than the Chapter...

In addition, we have two afternoon seminars (with LUs), very nice KC steak dinner, after dinner speaker and door prizes. Last year the speaker was the Governor of Kansas, this year the President and CEO of JE Dunn Construction Co. We hold this event at a very nice downtown hotel and it has the flavor of a private show, rather than an "afternoon off" for the attendees.”

**Robert Dye, FCSI, CCS, CCCA**

## **8. Building high chapter meeting attendance with table top displays**

“We determined that our challenge was to find a way to focus on attracting more “professional” members to our meetings....[by establishing] a set of objectives for our meetings:

- Increase awareness of CSI among the Construction community
- Make it worthwhile to spend an evening with us by having many reasons to attend
- Have at least 50% of the meeting attendees be “Professional” people
- Get non-CSI members to attend our meetings to see what CSI is about
- Get non-active CSI members to attend our meetings to encourage them to participate
- Have 80% of our members attend in at least one CSI activity a quarter

Many ... product representatives display their products before the meeting and include a quick pitch during the meeting. Our twist was to include the cost of two meals in the fee for the product display. One meal was for the product representative and the other was for their invited “Professional” guest.

The intent of the “Bring-A-Guest” program is to get people who have not been to a CSI meeting, or who do not regularly attend meetings, to come and learn about CSI and our chapter. Now, we actively seek and schedule 4 to 6 product displays and one Technical Education session at each meeting. The larger number of attendees has generated a vibrancy and excitement that is attracting people to CSI and our chapter meeting; people feel it is worth spending an evening with us.”

**Jerry Litwin, CSI, CCCA**

## Planning

Can you build a building without a blueprint? Of course not -- so plan first, *then* take action.

- **Set goals and priorities.** No one has unlimited human or financial resources – set goals up front, and the priorities flow from there
- Develop an **action plan** for your programs
- **KISS – Keep it Simple, Stanley!** A plan doesn't have to be 20 pages long and fancy – just a list of what you want to do, and the schedule of when you want to do it
- Take a few minutes to **brainstorm** with your committee members, preferably in May, or at least at the very beginning of the fiscal year **in July**.
- Ask each person to be responsible for ONE program – they need to send you their action plan by a certain date (**deadlines** inspire action!)
- If you don't receive one, **call** and offer to help
- Don't reinvent the wheel – **communicate** the Chapter Best Practices and ideas you receive from Region Conferences and from Institute



**DON'T LIKE TO PLAN?** Then you are **doomed** to poorly thought out programs (that no one wants to participate in), doing everything yourself (as opposed to increasing your "leadership pipeline" and delegating tasks), getting burnt out, and slapdash last-minute efforts that

no one wants to be involved in.

## Be a CheerLEADER to your Program Committee

- Provide **support** and encouragement (WITHOUT micromanaging)
- Spread the news to others about a job well-done (as SOON as you can)
- Thank (**praise**) people for their work
- Be available to them (answer phone calls and emails **within 24 hours**)
- Got a non-performing committee member? They are probably overwhelmed and don't know what to do. Walk them through their responsibilities and help them take the first steps.

## Remember Why You're Here

**CSI Mission Statement:**

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