



*Building Knowledge
Improving Project Delivery*

The Gulf States Leader

The Newsletter of the Gulf States Region

February 2018

Mark your 2018 calendar now for
The GSR Conference • June 8-9, 2018 • Knoxville, Tennessee



The Gulf States Region CSI includes Alabama • Arkansas • Florida Panhandle • Louisiana • Mississippi • Tennessee

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Important Dates to Remember

Mark Your Calendar  Plan to Attend

GSR Leadership Planning Retreat
All GSR Officers, Directors, and Chairs Invited
Jackson, Mississippi March 9-10, 2018

GSR Annual Leadership Conference
Knoxville, Tennessee June 8-9, 2018
Make your hotel reservations early for best rate. See page 7.

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The Construction Specifications Institute is a national non-profit technical organization dedicated to the improvement of specifications and building practices in the construction industry through service, education, and research. Founded in 1948, CSI provides a forum for architects, engineers, designers, specification writers, contractors, manufacturer's representatives, suppliers, and all others in the construction industry. Membership is open to all who are involved in the built environment.

Submissions to the GSR Leader

GSR members are welcome to submit articles of interest for publication in the GSR LEADER. Please forward articles to: John Dunaway, CSI, CCS, AIA

john@ccdarchitects.com

Region Email Blasts

All region wide e-mail blasts are to be distributed by the Region Electronics Communications Chair, Randall Lewis, CSI, AIA. Please limit Gulf States e-mail blasts to events of Region-wide interest such as Product Shows, Chapter Anniversaries, and seminars offering 4 CEUs or greater.

Forward to: rlewis@jharchitects.com

Deadline for Submissions

Do you have something to submit to the GSR Leader?

Articles, reports, and photographs of interest to GSR members are due no later than April 15, 2018 to be included in the May 2018 Gulf States Region Newsletter.

Map of the Gulf States Region

Alabama • Arkansas • Florida Panhandle
• Louisiana • Mississippi • Tennessee



Chapters of the GSR

Little Rock
Shreveport
Baton Rouge
Acadiana
New Orleans
Gulf Coast
Mississippi
Mobile Bay
Montgomery
Birmingham
Huntsville
Chattanooga
Knoxville
Nashville
Memphis
Pensacola



A lot is happening and has happened since our last newsletter! My message to you this quarter is about five topics. They are: Decision Cycles, Meetings, Communications, Websites, and Awards.

(1) The first topic is decision cycles and with any organization understanding the timing and sequences necessary to operate the organization requires extraordinary coordination, especially when you only have one meeting a year. Our decision to go to a single annual conference was

and is driven by cost to the membership and their ability to attend. The premise behind combining meetings was to allow the chapters more flexibility and the opportunity to send more members one time a year versus twice a year. Unfortunately, chapters are not sending members to attend training and our attendance numbers have steadily declined despite our best efforts. Without the participation of the chapters team members, chapter leadership may find their chapters without the proper knowledge and training to operate correctly.

(2) Meetings: No one wants to be in a meeting that doesn't have a value to them, they feel like they have wasted their time. Even worse they are forced to attend a meeting where someone else wasted their time. Enough of this goes on in our everyday lives. We don't need to do this to our members. What this means is that the meetings we schedule, and plan should be meaningful and serve a purpose that the attendees feel they are contributing to. To get the right input and make those meetings an investment for all attendees, a clear understanding of what that meeting accomplishes is paramount. Meeting objectives are a great way to help start this process. Another way to make sure a meeting is successful is knowledge of your attendees, their expectations and what specifically they are taking away with them. One very effective method is to have no more than five points that attendees can remember. An agenda is great for keeping things on track but make sure to put a start and end time to it.

(3) Running effective meetings involves multiple communication skills that will allow the organizer to provide the necessary information in a way that the attendees clearly understand. The best way to address this issue is to ask yourself, what do you want your attendees to leave

with? What information will make a difference to them? To do this, you must ask people what you can do for them to make things better. Once you know the "what" then you can work on answering the question in a way that people will remember. Utilizing things like anachronyms, allegory, and other methods help reinforce these concepts you wish to present. Some presenters use a good story to entertain and reinforce what they are conveying. Just remember that you want your attendees to feel connected to what you are speaking about.

(4) Our new website page is different and is more like a running "blog" page rather than the traditional website. We will be spending the next few weeks working out the bugs and getting information posted for everyone. Chapter Presidents, Publishers, Web Managers should remember that the existing microsites will go away very soon so make sure you back up your data.

(5) Awards are the measure of performance and a reward for hard work. The second most important person in your organization is your awards chair. It is heartbreaking to disqualify an awardee's packet because the person submitting the paperwork didn't follow the instructions. Remember CSI is about being Clear, Complete, Concise and Correct! Please read the rules and instructions very carefully for every award. Please start this process 2 to 3 months early so you have plenty of time to get it all done. Our Region Awards Chair will be sharing some wisdom also found in this quarters edition.

John Murray, CSI, CDT
President, Gulf States Region CSI

Editorial Comment: Want a hand in making plans for the GSR? Make sure your chapter president attends the GSR Planning Retreat on Saturday, March 10. Yes, your Chapter president is invited to the GSR Retreat in Jackson, Mississippi. That's a first! John Murray, seeing the need for an additional business meeting now that the GSR only meets once a year, has opened the Retreat for all Chapter Presidents so that an additional board meeting can be conducted and he can get their input into plans for the year. I don't know about you but I always prefer a face to face meeting over a teleconference. It's your Region so why not have your voice heard when plans are being made.

The GSR Leader Editor: John Dunaway, CSI, CCS, AIA

Get Ready to Submit for CSI Awards 2018



I guess I will start by saying Happy New Year to everyone. My last article for The Gulf States Leader regarding awards fell between Thanksgiving and Christmas, so as always, time continues on.

With that being said, this is an article reminding everyone of both of the upcoming Awards Deadlines; Gulf States Region and the Institute Awards. The Region Awards deadline was listed in the last article as being changed to April 1st rather than the March 1st date listed in the

Region Operating Guide. So once again, the deadline is midnight (Central Time) April 1st. As before, please email the award submittals to me at keith@westarchspec.net

The Region Awards committee will review and score the submittals and issue awards to those who met the criteria. Yes, there is a scoring sheet that is used to grade the submittals based on the merit of the award itself, the correctness of the submittal, and that all of the criteria has been met. I will say we do not give an award to everyone who makes a submittal. We, the awards committee, take these submittals and awards very seriously both in the value of the award itself, but also in the fact that there are rules and regulations regarding the submittals that must be followed in submitting. And our evaluation of the submittals takes all of this into account. I will say that over the past few years, some deserving individuals were not recognized with an award due to the submittal being presented to the committee incorrectly. Our organization preaches the principles of operating our businesses and organizations utilizing the 4 C's (Clear, Concise, Correct, & Complete) and we, the Awards Committee expect nothing less in the submittals for awards. I will say that if a submittal is not properly submitted, a very deserving person or organization, will

Chapter Cup for Most New Members-2017



not receive that award. That is truly a shame because they have done something very worthwhile for our organization in some fashion that deserves to be recognized. So do your due diligence in preparing the submittals for your deserving members. They deserve to be recognized. I will close by saying that the Region Awards Committee operates along the same guidelines as the Institute Awards Committee. If the Institute Committee receives an award submittal that is not complete or has not been prepared following the guidelines, then it is automatically disqualified. So PLEASE take the time to review the Award Guidelines, both Region and Institute, prior to preparing your submittals. Let's recognize those individuals who have gone above and beyond to make our organization better.

The Institute Awards deadlines have just been released by the Institute Awards Committee. The Institute deadlines are as follows: Award submittals and Fellowship Packages are due May 7, 2018 by midnight (Eastern time zone). There was some confusion last year with the time being early afternoon. The time deadline once again is midnight. Outstanding Chapter Commendations are due July 16, 2018 by midnight (Eastern). You will need to check the Institute website to verify the means of submittals this year. There has been discussion about the possibility of a different means in which to submit this year, but the final determination has not yet taken place. So check the Institute website for updates.

Most of you that have known me for a while know that I am passionate about recognizing our members who have done something to better our organization. They normally do not work toward any recognition because they are passionate about CSI and aren't seeking awards, but they may very well be deserving of an award. Awards are about the only way that we have to say THANK YOU for what you do. So let's not pass up the chance of recognizing and saying thank you to those members. Make the submittals and remember the 4 C's!

Thanking you in advance for the MANY submittals,

M. Keith West, FCSI, CCPR
GSR Awards Chair

Elect William Sundquist Institute Director from the Gulf States Region



It's Our Time

I have officially kicked off my campaign for Institute Director and I plan to visit as many chapters as I can during the campaign as I want to earn your trust, support and vote. I have selected *It's Our Time* as my campaign theme because I truly believe this is the moment for the Construction Specifications Institute.

As President Kennedy once said, "We must champion the past to encourage the future." Today, like in 1948, our industry is at the forefront of new technologies that will help improve efficiencies and, as a result, CSI is still as relevant today as it was in the beginning because, true to our roots, the industry still must COMMUNICATE!

As we continue to build from our strong foundation I am excited for the future of CSI as we continue to build on the networking opportunities, grow our CSI resources platform, develop further the BSD service, and enhance the specification platform that is CSI.

In short, **we** are the knowledge that the industry desires!

As you can see there is a lot to look forward to in our CSI journey and I am eager to accept this challenge. I ask for your support and your vote as we seize this opportunity. This is **our time** and I would be honored to walk this journey with each of you.

William



Editorial Comment: The Gulf States Region only has one candidate, William, but we can show our confidence in him by voting when the ballot is issued and continue showing our support during his presidency. William has dedicated himself to CSI and the GSR and has served us well. Now we have the opportunity to say "thank you" by our casting ballots showing overwhelming support for him. Vote and show your support.

The GSR Leader Editor: John Dunaway, CSI, CCS, AIA

Gulf States Region CSI Annual Conference June 8-9, 2018



Susan Davis and Aaron Miller are the GSR 2018 co-chairs along with many other Knoxville Chapter members. The 2018 GSR theme is "Construction Forensics". Knoxville CSI has already booked several speakers including a structural engineer, a failure forensics speaker, a ceramic tile installation investigator, a fire chief speaking on structural fires, a fire protection engineer speaking on forensic fire science, a speaker on Americans with Disability Act mistakes. And they are planning more events. Be looking for some interesting, informative, and unique education opportunities.

CSI Leadership Training has not been abandoned either. Knoxville is already working with the GSR President, John Murray, and the rest of the GSR officers and Board of Directors. Chapters should prepare now to send new Chapter officers, your future leaders, for some of that great GSR training and inspiration. CSI members old and new and young and old will benefit from this great conference.

Oh, and Knoxville is a great place to visit! Bring your family and make it a trip to remember with great CSI events for the whole family and fun filled times seeing the sights of Knoxville.

Knoxville, Tennessee is often described as a hidden gem. First-time visitors are typically amazed by all this city has to offer. The fact that

some of its most appealing attractions are within walking distance of a very vibrant downtown is a plus. Very few places offer the opportunity to experience live music, culture, outdoor adventure, eclectic shopping and highly acclaimed cuisine in one unique location. It's no wonder that Knoxville was recently named by Trip Advisor as a Top 10 Destination on the Rise. In this one unique city, mountains meet music... art meets adventure... and culture meets cuisine!

History & Heritage : As the first capital of Tennessee, Knoxville is proud of its heritage and is committed to preserving it. A great many visitors come to Knoxville to learn more about Civil War sites in our area, and tour earthworks, battle sites and historic homes. While here, many stop by the East Tennessee History Center to learn about their own history available through the center's premier genealogy research library.

Knoxville Outdoors: Knoxville is one of the region's most accessible cities for authentic outdoor adventure.

Whether on a greenway through a historic park or on a natural trail through the woods, you will observe historic relics and beautiful wildflowers among the dogwood trees on these easy, three-mile hikes. Pedal your way along the colorful Dogwood Trails on family friendly bike rides through scenic neighborhoods and on local greenways.

Museums & Galleries: Knoxville's museums boast something for everyone. Together they tell the unique story of the culture and heritage of our region.

Knoxville is home to a diverse community of artists, arts organizations and cultural institutions, a concentration of which you'll find in the Arts District along Gay Street including the East Tennessee History Center



which is home to ever-changing, award-winning exhibits and one of the region's premier genealogy research libraries. The Knoxville Museum of Art celebrates the art and artists of East Tennessee and is home to one of the largest figurative glass-and-steel assemblages in the world.

The McClung Museum at the

[Continued on page 7](#)

University of Tennessee features strong collections in anthropology, archaeology, decorative arts, local history, and natural history.

So join GSR members in Knoxville, Tennessee on June 8-9, 2018. The Knoxville Chapter is continuing to make plans for the conference which will be held at the Holiday Inn on the 1982 World's Fair Park in downtown Knoxville. World's Fair Park features a splash pad/fountain



where children play in the summertime. The Holiday Inn Downtown Knoxville is within walking distance (1175 feet) of Fort Kid, a large city park and playground designed for children 10 and under with massive wooden play structures. Also within walking distance is Volunteer Landing which meanders along the Tennessee River with fountains near the

boat landing and a children's playground. Restaurants, night clubs, and shops are just walking minutes away from the hotel. The Awards Banquet will be held at the iconic Sunsphere! The Sunsphere offers a 360 degree vista of the World's Fair Park, downtown Knoxville and the University of Tennessee. This is an Awards Banquet you will want to attend! Look for Conference details coming in the May issue.

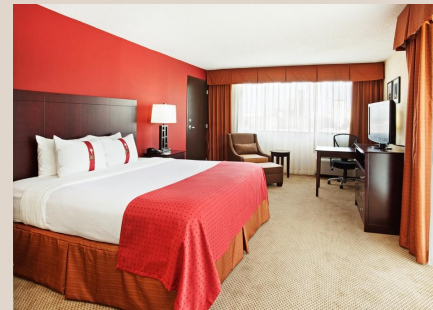
Dr. William Bass will be the Keynote Speaker! Dr. Bass is a forensic anthropologist, best known for his research on human osteology and human decomposition. He has assisted federal, local, and non-U.S. authorities in the identification of human remains. He taught at the University of Tennessee in Knoxville, and though currently retired from teaching, still plays an active research role at the University of Tennessee Anthropological Research Facility, which he founded. The facility is more popularly known as "The Body Farm", a name used by crime author Patricia Cornwell in a novel of the same name, which drew inspiration from Bass and his work. Bass has also described the body farm as "Death's Acre" – the title of the book on his life and career, co-written with journalist Jon Jefferson. Jefferson and Bass, under the pen name "Jefferson Bass", have also written several fictional works: Carved In Bone, Flesh and Bone, The Devil's Bones, Bones of Betrayal, The Bone Thief, The Bone Yard, The Inquisitor's Key, Cut To the Bone, and The Breaking Point.

This Conference will be well attended so make your reservations early. Contact the Hotel at 865-522-2800. Use group code "CSI" to access

the following conference rates: Standard Room - \$126.00/Night (book early - limited rooms at this rate). Plans are underway for great leadership sessions, CSI Leader Tools workshops, special educational tours, field trips and much more. Mark your calendar now and make those hotel reservations now. Conference registration is \$225.00.



Gulf States Region CSI Annual Conference June 8-9, 2018



Located at the footsteps of UT and in beautiful downtown, the Hotel is the perfect choice for anyone heading to Neyland Stadium, Thompson Boling Arena, the Civic Coliseum, Bijou Theatre or the Tennessee Theatre. They're the only downtown hotel with a complimentary shuttle to get you around town.

Please make your reservations for Thursday and Saturday nights too since we will have two full days of CSI events on Friday and Saturday, starting early and ending late. Plus, you'll have more time to enjoy Knoxville sights.



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