

Dated: August 11, 2012

1. CHAPTER ADMINISTRATION

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President	Michaeleen Vargo	412-566-1531	mdvargo@gerardassociatesarchitects.com
President-elect			
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Secretary	Gail Nagie	412-622-6301	gailnagie@aol.com
Treasurer	Dennis Buirge	412-201-4900 x2248	Dennis.buirge@kimballcorp.com
Immed. Past President	Robert Bailey	412-281-1337	bbailey@ikminc.com
Director	Leisa McNamee	412-330-2209	Leisa_mcnamee@mcgraw-hill.com
	Phillip Dorenkott	724-935-9238 x314	Pdorenkott@yahoo.com
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	Shawn Malarik	412-828-8046	Shawn.malarik@redlandbrick.com
	Richard Strayer	412-630-9166	rstrayer@mstrayerfurn.com
	Michael Bosco	412-209-2866	mbosco@astorino.com

2. CHAPTER MEETING INFORMATION

The monthly Chapter membership meeting is held at 5:30 PM on the 2nd Tuesday of the month at Cefalo’s Restaurant (home base) unless our monthly program consists of a tour, in which case, the meeting is held at various establishments around the Pittsburgh area based on their proximity to the event.

The Dinner/Lunch that precedes the meeting at 6:30 PM costs \$35.00.

Dinner includes a cocktail hour/ social time from 5:30 to 6:20 PM with a cash bar.

Average attendance is 35-40, which is about 31% percent of the membership for a regular program and 10-20% additional for a tour. In addition, a handful of guests will often attend.

The regular Chapter Board meeting is held at 5:30 PM on the 2nd Tuesday of the month, the same night and location as the membership meeting. If we have a tour scheduled, the Board Meeting is held immediately following dinner or by teleconference earlier that day. This year we are changing our Board Meeting to coincide with the beginning of our social/happy hour and are holding the meeting in the same room as the social in hopes that non-Board members will feel welcome to observe the board meeting.

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3. STANDING COMMITTEES

	Chairperson's Name	Number of Members	Number of Projects
Awards	Marty Thornton	3	5
Certification	Michael Bosco	3	2
Education	Phil Dorenkott/ Leisa McNamee	4	2-4
Finance	Gail Nagie	2	3
House	Marc Zell	2	10 - 12
Membership	Shawn Malarik	3	3
Newsletter	Kate Schuster – Website	2	12 monthly updates min.
Nominating	RonnaLeah Prindible	3	1
Program	Lynn Fulton	5	10 monthly programs
Technical	Phil Dorenkott/ Leisa McNamee	4	2-4

4. CHAPTER PROGRAMS

MONTH	date	PROGRAM TITLE
JULY	7-10-12	Board Meeting Only
AUGUST	8-7-12	Board Meeting Only
SEPTEMBER	9-18-12	CSI 101
OCTOBER	10-9-12	Building to Minimize Tragedy in the Event of a Natural Disaster – Haiti’s Road to Recovery. (tentative)
NOVEMBER	11-13-12	Highlights from a Career as a Specifier (tentative)
DECEMBER	12-11-12	7 th Annual Holiday Gala and Table Top Product Display
JANUARY	1-8-13	Best Projects Never Built (tentative)
FEBRUARY	2-12-13	CSI Speed Dating
MARCH	3-12-13	Tour of Mars Lumber Yard (tentative)
APRIL	4-9-13	Are You Smarter than a Spec Writer (tentative)
MAY	5-14-13	Tour of the University of Pittsburgh School of Public Health.
JUNE	6-11-13	Membership Appreciation and Awards Banquet

5. SPECIAL PROJECTS:

Fall meeting:

Each year, our chapter holds both a Fall and Spring Golf Outing. These outings are open to everyone, not just CSI members, and include both golf and a dinner with raffle/ prizes following. For the non-golfer, attendance at the dinner only is an option. This year our fall outing is scheduled for early October. In the Chapter’s history, the Golf Outing has traditionally been a lucrative fundraiser; to a lesser degree in recent years. In order to revitalize the golf outing, last year we appointed a new committee chair to oversee the golf outings. So far, this revamp has been a great success. The two golf outings we held last year netted approximately \$2000.00. Mark Bus, our Golf Outing Chairman is well into planning our fall outing. In

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addition to encouraging members to bring clients, co-workers or friends for the golf outing itself, this year Mark is also focusing on getting more non-golfers to attend the dinner and raffle held afterward.

This year will be the seventh year that we hold our Annual Dessert and Hot Hors D'oeuvres Table-Top Event. At last year's event, we had thirty (30) table sponsors, an entertainment sponsor and eight (8) bar sponsors. We anticipate this year's Dessert Party will be equally successful. Jim Geist, our Dessert Party Chairman has already secured sponsorship pledges for this year's event from some of our "usual" donors as well as inquiries from new Product Representatives who are interested in participating. This event is always held as our December program and is one of our primary sources of revenue. As a way to give back to the local community, each year we also donate \$5.00 for every person in attendance to a local charity. This past year we donated \$500.00 to the Greater Pittsburgh Food Bank. In previous years, we have also donated to organizations supporting our Armed Forces such as the USO.

Last year the chapter developed a new program geared toward providing our product representative members the opportunity to be in front of local architects and specifiers. We titled the program "CSI Speed Dating" being that the event actually fell on Valentine's Day. While initially we were concerned about the turnout of the event since it did, in fact, fall on the holiday, we decided to exploit the valentine's theme with the program name, providing free appetizers during the "Dating" process and offering a "Lovers Special" discount rate for any member that chose to bring their sweetheart to the meeting. It was a huge success, so much so, that we will be holding our "Speed Dating" program again this year. Shawn Malarik, Membership Chair and Lynn Fulton, Programs Chair worked together to both create and develop this program.

Currently the Pittsburgh Chapter is developing a Chapter Directory. Past President David Miller has been envisioning a Chapter Directory since his presidency in 2009. Beginning last spring in conjunction with our February "Speed Dating" program, David Miller and I began developing the directory. A preliminary directory was published and distributed to the membership body at the Speed Dating Program. The directory included an alphabetical listing of all of our chapter members, their companies and contact information, as well as business card holders to store any business cards received at a CSI event. Folder pockets allow for storage of flyers or other literature that may be distributed at a program. The idea was for that directory to be the members Pittsburgh CSI source guide.

We are continuing to develop the directory and intend not only to have a hard copy version, but also a digital version that will be linked to our chapter website. The final digital directory will be organized by CSI Master Format 2004 Division. Chapter members will be permitted to select the Divisions under which they wish to be listed. There will also be "Professional," "Consultant" and "Construction Services" Divisions included. The user will be able to search for a company, person or service and by clicking on the desired name, will then be directed to that individual's contact information and link to their company website. Our intention is for the directory to be password-protected, so that only members will be able to access the information. The intention to provide limited access is more for marketing purposes. We have often been asked what the benefits membership in CSI provides. Now we can say that by joining the Pittsburgh Chapter, members now have access to a directory of 130+ local professional and construction industry contacts for their use. We also plan to provide a way for nonmembers looking for specific individuals to register with the site and gain access to the directory. By registering nonmembers, we will be able to see who is looking at our chapter website for information and then invite those individuals to come and check out a program or two, with the final goal of joining the chapter. Talks of developing the directory into an "App," are also ongoing.

Coincidentally, while developing the Members Directory, the Pittsburgh Chapter was approached by the Pittsburgh Green Building Alliance (GBA) and Greenerpittsburgh.com about the possibility of a joint venture.

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Greenerpittsburgh.com is an organization that provides technology and services to help businesses market and sell greener products and services. The Pittsburgh GBA has recently engaged Greener Pittsburgh to manage and promote the GBA's Green Building Products Initiative database. The database will now be housed on the greenerpittsburgh.com website. The Pittsburgh Chapter was approached by Greener Pittsburgh and the GBA to help fill in the missing pieces of their database. While their current database has an extensive listing of green products, it does not include points of contact. Our members are being offered the opportunity to and be listed within the database as points of contact for the products they represent. The database was recently reformatted to be organized by CSI Division. A special CSI logo tab has been added to the greenerexpressions.com website that will help pinpoint contact persons who are members of CSI only, should the searcher so desire that criteria. Greener Pittsburgh and Pittsburgh GBA will be presenting their proposal to the chapter membership body at our September meeting.

The Pittsburgh Chapter is also aggressively pursuing access to the local university students in hopes that by exposing the future AE body to CSI will not only lead to future members but also provide these young emerging professionals with knowledge to help them in their careers. While we have had some interest from local university students, we have not been able to develop that market. As part of our strategic plan, we have established a Student Outreach Committee. Mike Moyta, Committee's Chair, has been working for the past 1 ½ years with the local universities in hopes to initiate a program at the schools. The intended program would allow representatives from our Chapter to go to the students and explain a little bit about Who we are, What CSI is all about and what benefits CSI has to offer a student about to enter the job market, as well as once they begin their careers. Currently, Mike is working with the Coordinator of Student Programs at Carnegie Mellon University's School of Architecture to schedule a program that our chapter will be presenting to their architecture students, students from Pitt, along with recent graduates titled, "Specifications for Non-Spec Writers." We will also be able to provide CEU's for the students in attendance. This program is tentatively scheduled for the beginning of October.

Finally, in conjunction with our student outreach efforts, the chapter has voted to establish a scholarship program. While still in its development stage, the chapter has allotted funds within the FY 2013 budget and anticipates additional funds being generated through member donations. The scholarship will be awarded to a minimum of two (2) local university students currently enrolled in a course of study in the AEC field. We will be creating a separate Scholarship Committee that will work to develop criteria for awarding the gift as well as criteria for school selections. We have already made contact with faculty at the local universities for their input and expression of interest in the program.

6. DISCUSSION ITEMS FOR MEETING:

[Provide a list of 5 issues facing your chapter, with thoughts toward the solutions for discussion at the Fall President and LOS meeting.]

1. Membership – both how do we retain the members that we have and how do we gain new members?
 - a. Have a standard list of committees within the chapter that we can present to new members and ask them where they would like to get involved. Committees will help new members get to know other members and feel welcomed.
 - b. Send welcome email or phone call to new members. (Implemented)
 - c. Include new members name on website as a welcome. (Implemented)

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- d. Ask new members to fill out survey that highlights their strengths and identify possibilities for volunteering.
 - e. Feature new member profiles on website. (Plan to launch September 2012.)
 - f. Survey current members as to why they are members and what benefits they feel the chapter gives them. What would you recommend we do better?
 - g. Compile list of long term members that are members but do not attend any events. Contact these members and see what we can do to get them more involved.
2. How do we get more members involved?
- a. This topic was discussed at our last Summer Board Meeting on August 7, 2012. Like most chapters, I think we have the tendency to have committees of one; one chairperson and the rest of the board acts as committee members. The result is overloading one individual and burdening board members with multiple tasks. This is not very efficient; nor does it help with succession.
 - b. Our goal after the meeting is for each committee chair to recruit one (1) non-board member to join their committee. Not only will this help distribute the workload of the Chairs, but also it will help to create a successor to the position.
 - c. Compile list of members who regularly attend monthly meetings but are not active in committees. Approach them with an invitation to join a committee as a *member*, not *chairperson*. We do not want to overload them right away or discourage them for future involvement.
 - d. Use some of the ideas from Item No. 1 above as well.
3. How do we implement good ideas? We have a Strategic Plan in place, what effective ways are there to implement the plan?
- a. It seems as if every summer we come up with some great ideas and that is usually where they stay, as an idea. Our hope is that by following through on item #2, we will be able to get some “new blood” in the committees and distribute the load, thereby allowing follow-through with the ideas.
 - b. We need to have more follow-up sessions that will keep the ideas fresh and will lead to resolution and/or implementation.
4. How do we keep our industry/product representative members from feeling disenfranchised when the illusion is that the professionals are the more important members?
- a. We have had a problem in our chapter where some product representatives, who have belonged to the chapter for many years, mainly with the goal of gaining access to AE firms and specifications, have been unable to get access to some of the architecture firms represented in our chapter. On a few specific instances, their products have been omitted from specifications written by their fellow CSI members. The comment I have been receiving from them is, “*what do I get out of CSI?*” These members traditionally sponsor tables, golf tees, award prizes, etc. They regularly come to monthly meetings where the program focus is usually a topic geared

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toward the professional members, not the product rep., and after all, of their efforts, they are still unable get into an architecture firm to just show their product or be included in a specification.

- b. Our first solution to this problem was our program of last year, CSI Speed Dating. The program essentially provided the product reps face time with the architects in our chapter as well as architects that are not members. The reps were stationed at a table and each architect had a limited amount of time to sit and listen to the rep give a brief explanation of who they were and what they represent. Once the buzzer rang, the architect moved onto the next rep. Architects were encouraged to bring any projects they were working on that they thought a rep could help them with. By reversing the typical order of the program and holding the dating function before dinner, architects and reps were able to continue any more in depth conversations during dinner. While the program was a success overall by granting access to the architects for the product reps, there still appears to be a problem. Any suggestions are welcomed.
5. How do we make sure information is distributed to the general membership body and does not just stop with the board?
- a. Make website more informative by posting monthly institute and region updates.
 - b. As President, give the members updates at the beginning of the monthly program regarding any important information or updates.
 - c. Send out monthly email blasts with any important information or just summary of board meeting discussions of interest.

Respectfully submitted



Michaelen D. Vargo, LEED AP BD+C, CSI
Pittsburgh Chapter President