

PRESIDENT'S MESSAGE

Once again a huge thank you to all who came to our first meeting last night and to the specifiers who spoke about topics that matter to them ranging from Steve Ostapower's remarks on seismic requirements in Massachusetts to Greta Eckhardt's remarks on the depth and breadth of the specifier's work. It was a great evening with 100 people attending. For those of you were there you know that I misplaced my prepared along the way so as promised here it is in print.

Why CSI is good for Reps (and Designers)

Or How Cynie Became a Motivational Speaker

When I began to think about this question I thought about the two reasons I joined CSI. One of these reasons pertains to information and the other to managing information and they are as true today as they were in 1990 when I first walked in the door of a CSI meeting and more importantly they are 2 of the reasons that I love my job.

I have always been interested in technical aspects of building buildings. When I worked as a stone mason and stone carver at the Cathedral of Saint John the Divine in NYC I would work on my individual ashlar, capital, or base stone and think about how many people were actually required to build a cathedral in the 12th and 13th century. The answer is many, many, many. And today?

I am interested in how drawings become buildings, how materials work, and how building materials are actually installed. This is all with the goal to contribute to making better buildings. CSI members, whether they are reps or designers know and care about these things. *These are my people.*

This brings us to the second reason – I am often overwhelmed by the quantity of information that I have to *know* in the design and construction industry. I can't possibly hold all of this information in my brain (some of you can I know). In order for me to do my job I need CSI and I need product reps – working together we can make every project we work on better than the last one.

When I need to know about specific thorny surface prep issues for coatings on a renovation job I know who to call. When I need to be absolutely sure that the glazing film that will be installed in the atrium outside a CEO's office will perform I can find out who to talk to so it is specified correctly. This may start to sound as if I know everyone, but I don't. I remind myself and others frequently that CSI is an amazing *community*. CSI is an organization that gathers people together who do not usually all meet in a collaborative setting: Architects, Product Reps, Contractors, Subcontractors, Owners, Owners Reps, and Engineers with the goal of exchanging information to build better buildings. This is the great value of CSI to me.

I read an Op-Ed piece in the NYT this week by Organizational Psychologist Adam Grant titled "Why We Should Stop Grading Students on a Curve" to paraphrase Adam Grant says "...grade curves pit students against one another creating a hypercompetitive culture and sending a message that life is a zero sum game – your success is my failure" His research (and my life experience) concludes that there are *givers* and *takers*, in the short term indeed, the takers come out ahead, but in the long term the opposite is true. My experience of CSI is that it is an organization of givers and it keeps me coming through the door.

Please join us next month on **October 19th** for our next program **IN A V4 MATERIALS QUANDARY? SOLUTIONS THROUGH COLLABORATION** with Carrie A. Havey, LEED AP BD+C – Sustainable Design Consultant, The Green Engineer, Inc., Steven Burke, LEED AP BD+C, ID+C, O+M – Sustainability Manager, Symmes Maini & McKee Associates, Conor McGuire, LEED AP BD+C – Director of Sustainability, Columbia Construction Company and Lisa J. Goodwin Robbins, RA, CCS, LEED AP – Architect/Specifier,

Kalin Associates.

Until next month,

Cynie Linton, Associate AIA, LEED AP, CDT, CSI
Senior Specifier, Symmes Maini & McKee Associates