

Nashville SPECIFACTS

Nashville Chapter of the Construction Specifications Institute Newsletter

July-August 2015

WHAT'S THE DIFFERENCE BETWEEN **DRAWINGS** AND **SPECIFICATIONS**?



RAISE THE ROOF

Construction-Generated Moisture

HOW SOCIAL MEDIA IMPACTS YOUR SEARCH RANKINGS

President's Message

Hello Nashville Chapter Members

Hello, Good Bye & Thank You to All:

It seems like only last month that I was accepting the role of Chapter President, and now my year is over and I'm passing the gavel. Man oh man, how time flies when you're having fun and I did have fun being the leader. I said at the start that I had large shoes to fill following Jim Christain, and now I'm not sure mine are big enough for the lady that has stepped up to take over! And you all know how I mean that about Melanie Kenney, and it has nothing to do with her feet.



I took over the Chapter in great shape and I think I'm leaving it the same or hopefully better. We added a few new members and we lost a few members, but I think that is called time moving on. All our meetings, certification classes, Specheads, the Construction Products Show, our seminars, this newsletter, the golf tournament, the Toast & Tour events, Region meetings, the National Convention, and our wonderful Joint Group Holiday Bash survived my tenure, and with help from many others went on as usual for another year. Most, if not all, were very successful and helped make our Chapter one of the best in the region and in the country.

Melanie has already gotten off to a great start by holding her kick off planning meeting, and the room was filled with both seasoned and new members, which is what's needed to keep this Chapter on the leading edge. If she'll have me, I'll step back and try to be the best past president I can.

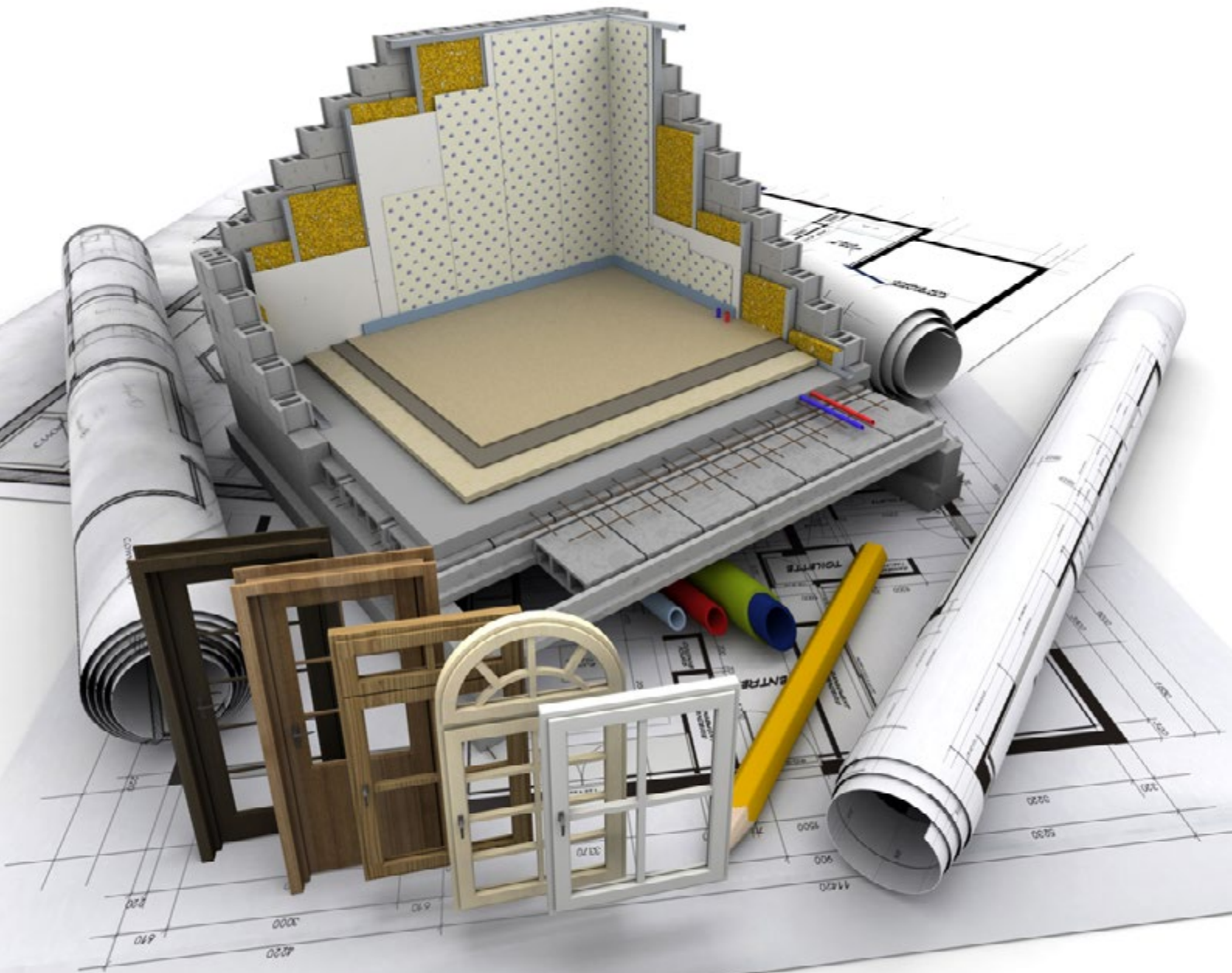
Dates are set and committees are already working on all of the events I mentioned above for the coming year. I urge you to make plans now and become involved with all the Chapter has to offer.

We kick off our new CSI year this month on the 18th at the Adventure Science Center, and like your Grandmother would say at those family reunions you remember, after the big meal, those three words you loved to hear.... "Keep Your Fork", and you knew then, the best was yet to come!!

To all the Chapter members, I hope I served you well. To the Chapter Officers, the Chapter Directors, the committee chairs, and a few other members that stepped up and helped me, THANKYOU!! First for electing me as your Chapter President, and most importantly for making me look good filling the position!!

In your Service.....

Rick Jones



WHAT'S THE DIFFERENCE BETWEEN DRAWINGS AND SPECIFICATIONS?

We all know what specifications and drawings are. Or do we?

In casual conversation, it's not unusual to hear someone say "the specs" or "the specifications" when referring to the project manual. Similarly, it's common for people to say "the drawings" when referring to, well, the drawings. In either case, it's almost certain that everyone's mental images are of documents in two sizes: 8 1/2 by 11, and 30 by 42, or some other large size.

What's wrong with that? Nothing - except that paper size has nothing to do with what's on the paper. Yet because of the way we have printed documents for decades, we suffer from a common preconception. I'm as guilty as anyone; I often have used the acronym SPDNORUTT - small paper documents no one reads until they're in trouble - when referring to the project manual. Again, what's wrong with that? Aren't specifications printed on small pages, and drawings on large sheets?

In short, no. What the information is has nothing to do with paper size. It's true that, until recently, what we call specifications typically has been printed on small paper, and what we call drawings typically has been printed on large paper, but even then the distinction was artificial. Let's look at what AIA has to say about the matter. The A201 (and similar documents) defines the specifications as "that portion of the Contract Documents consisting of the written requirements for materials, equipment, systems, standards and workmanship for the Work, and performance of related services." Note there is no mention of where those requirements occur, or what size paper

WHAT'S THE DIFFERENCE BETWEEN DRAWINGS AND SPECIFICATIONS? (CONT.)

they're printed on. Drawings are defined as "the graphic and pictorial portions of the Contract Documents showing the design, location and dimensions of the Work, generally including plans, elevations, sections, details, schedules and diagrams." Again, there is no mention of where those things appear, or what the size of the paper is.

Even when the A201 used the term "project manual" there was nothing that prohibited specifications from appearing on large paper, or drawings from appearing on small paper. The project manual was defined as "a volume ... which may include the bidding requirements, sample forms, Conditions of the Contract and Specifications." (My emphasis.) Again, there is nothing that says specifications can't appear on large paper.

By definition, drawing notes that describe materials, equipment, systems, standards, or workmanship are specifications. And, though far less common, graphic images that appear on small paper are drawings.

Since 1911, the A201 and its predecessors have flirted with what I have called the "single document" concept. "The Contract Documents are complementary, and what is required by one shall be as binding as if required by all." Together with the definitions of specifications and drawings, it can be argued that the "instruments of service" are a single document that just happens to be printed on paper of more than one size. The coming of BIM, which can store information of many types without regard to printing format, pushes us past the convenient but artificial separation of information, and actualizes the complementary nature of construction documents.

This may seem a strange way of looking at our documents, but it's easy to show that it's nothing new. It's common, at least in this neck of the woods, to have

structural engineers put specifications for concrete, masonry, and steel on drawings (large paper). Mechanical and electrical drawings (large paper) also frequently include specifications. If you think about the definition, many of the notes that appear on drawings (large paper) are, indeed, specifications, as they specify "requirements for materials, equipment, systems, standards and workmanship for the Work, and performance of related services." Furthermore, because it is permissible to include graphic images in specifications (small paper), drawings can be part of what is commonly referred to as "specifications."



Of course, it is convenient to have simple terms for the small and large paper used for construction documents, even if those terms ignore their own definitions. In fact, even though the building model obviates the need to rely on any given size paper, our continued reliance on printed output means it's not likely the situation will change.

It's interesting that the AIA Commentary for the A201 states "The term Drawings does not imply representations only in paper format [but] are also found in addenda, change orders, construction change directives, minor changes in the work, other modifications in the work, or in responses to the contractor's requests for information" but does not expand "Specifications" at all. Even though it should be obvious, these definitions reinforce the need to ensure consistency between the notes that appear on drawings (large paper) and requirements stated in specifications (small paper).

If it's text, and it says something about materials, equipment, systems, standards, workmanship, or performance of related services, it's a specification no matter where it appears.

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Agree? Disagree? Leave your comments at <http://swconstructivethoughts.blogspot.com/>



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specifacts@southeastassociates.com

RAISE THE ROOF

Construction Generated Moisture

The problem: If not mitigated properly, construction generated moisture (CGM) can lead to a number of expensive problems in a roofing system, including loss of insulation R-value, corrosion of steel fastening components, and deck deterioration.

What causes CGM?

Many factors affect CGM levels, including construction practices, project scheduling, and the level of building ventilation and dehumidification. The drying processes of concrete, paint, plaster, drywall, and other water-based construction materials increase CGM levels, as do the oil- and propane-fired heaters often used inside buildings under construction. In addition, moisture from exterior sources can infiltrate the building, further increasing CGM.

How can CGM be controlled during the construction process?

In order to reduce CGM, buildings under construction should be adequately ventilated during concrete hydration and other high-moisture-related construction activities. Temporary, high-volume ventilation systems should be used during construction, as these high-volume air-handling systems are able to remove large amounts of moisture from the air. HVAC systems designed for temperature control of finished buildings are not sufficient to remove construction-generated moisture.

How can CGM negatively affect a roof?

CGM can contribute to high levels of relative humidity inside a structure. When indoor humidity is high and the outside temperature drops, condensation can begin to form on any surface whose temperature is at or below the dew point, including uninsulated portions of roof decks, roof insulation, or the underside of roofing membrane. The consequences of any moisture migration into a roofing system can be severe. They include, but are not limited to drips (which are sometimes mistaken for leaks), diminishing of insulation R-value, decaying of insulation facers, possible board deformation (especially over concrete decks), deterioration of wood decks, and corrosion of steel decks and fastening components.



Construction Generated Moisture: Does Roof Color Matter?

It can, depending on climate and geography. Reflective roofs are cool in the summer and become much colder during the winter. As a result, reflective roofing membranes fall below the dew point, and remain below, for much longer periods than darker-colored membranes. This can lead to problems with condensation forming on surfaces when their temperatures fall below the dew point, particularly in facilities with high relative humidity. Dark colored roofs can reduce the likelihood of condensation-related issues, particularly in cold-climate regions.

How can CGM issues be avoided?

- Evaluate the proposed construction practices to assess their possible impact on moisture levels.
- Implement building dehumidification during construction.
- Consider the use of air/vapor barriers to prevent humid air from reaching the roof assembly.
- Select a geographically appropriate roof membrane color.
- Seal gaps and joints in the deck, around penetrations, and junctions between the deck and parapet walls or curbs when an air/vapor barrier is not used.
- Use multiple layers of insulation that have been installed with the joints staggered. This helps obstruct humid air from gaining access to the cold underside of the membrane.

Mike Martin – South East Associates...a Manufacturer Representative for Commercial Roofing www.southeastassociates.com



SAVE THE DATE



2016 GSR CSI Leadership and Annual Conference

The conference will be held April 21 to 23 - Pensacola, FL

Chapter Presidents and President – Elects:

What leadership training does your chapter need from this conference? e.g. CSI Website, social media, graphics design, how to be a leader?

Answers will be provide to the 2016 conference committee so they can provide events that will help your chapter develop. This event is for the members. Any feedback you can give us will be very much appreciated.

Thank You for your support of CSI!

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Search ...



Search engine.



WHAT SEARCH ENGINES ARE LOOKING FOR?

First, you have to understand what search engines are looking for so you can see how social media is affecting search results. For instance, the authority of your tweets, how many +1s your URL receives, how many Facebook Likes and shares your URL gets and how many tweets and retweets your URL obtains.

Each and every time someone in social media mentions your business, it helps to boost your search rankings. How large your following is also has and how much engagement your social posts receive also play a role in this.





HOW THIS CAN HELP LOCAL BUSINESSES

Engagement on social media networks can help boost your rankings even for keywords that are otherwise difficult to rank highly for (those that are general). However, it works best with those that have low competition. So if the keyword that is getting social media buzz is “Italian food”, you could end up ranking high for that keyword. Local businesses can take advantage of this because it helps them to boost their business’s search ranks for those general, yet necessary keywords.

Whenever you share content, make sure that you include low competition keywords like “Authentic Italian food in New York”, so when it gets social buzz, it can boost your rankings in search engines. The more content you share from your Web site on social media, the better your site will rank, which means more traffic being generated for your Web site.



HOW TO OPTIMIZE YOUR SEO

Before you begin your SEO social media campaign, you should check out how you’re doing thus far. You can check this by going to LocalVox, which is a free tool. Make sure you know which keywords are the top ones you should be ranking for. You can use LocalCast, which is an SEO tool to help you track your ranking and find keywords you can use to optimize your Web site and social media posts.





Google Plus



There are over 900 million people using Facebook, making it the ideal platform to use for boosting your search rankings. There are studies that show that Facebook actually has more influence over your search rankings than Twitter or Google+ (something to keep in mind). So the more shares and likes your posts receive, the better your rankings will do. The amount of comments you receive also helps -- in fact, when you get a lot of likes, shares and comments, it boosts your rankings significantly.



So you know that the more action you get on social media, the better your search ranks become. Now, let's look into how exactly this works for the different social media networks:



Pinterest

How many pins, re-pins and comments you receive, and the growth rate of those pins and re-pins.

FourSquare

How many check-ins and the spread rate of those check-ins.



Reddit, Digg and StumbleUpon

How many upvotes and comments you receive.



LINK BUILDING USING SOCIAL MEDIA

Link building isn't a new concept and is just as valuable today as it was 10 years ago. However, it has been made much easier to achieve thanks to social media networks. In the past, people would try link building using black hat tactics, like leaving spammy comments on forums and blogs. Today, you can implement link building into your social media strategy. For instance, you can include links to valuable content from your blog in the social media posts you submit.



BOOST YOUR RANKINGS ON GOOGLE BY USING SOCIAL MEDIA

There are many benefits that local businesses can receive from social media accounts. They are able to become an authority, gain a bigger following, network with influencers and boost incoming traffic using link building and organic search results. Social media has a grand effect on the way we do business today and if you leverage it the right way, you can steadily grow the customer base for your local business.



MONTHLY MEETING

APRIL 2015

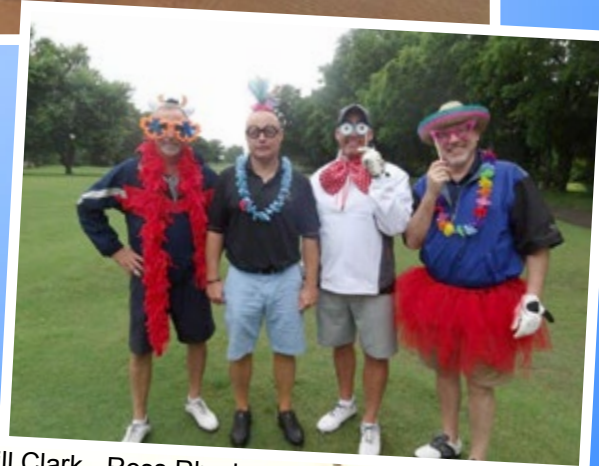


2015

GOLF OUTING



Devin Righter - Mark Buck - Rick Jones - Dan Cress



Bill Clark - Ross Rhodes - Randy Huffman - Tim Yoko



Greg Holland - Mark Orme - Harold Brewer - Steve Honey

CSI Night at First Tennessee Park



STAY IN THE KNOW

How do you keep up with what's going on in CSI NASHVILLE...

FOLLOW us on twitter @CSI_Nashville

LIKE us on facebook CSI Nashville

CONNECT with us on LinkedIn CSI Nashville

and don't forget to check out our website www.csinashville.org

CSI NASHVILLE CHAPTER CALENDAR OF EVENTS

Visit our webpage at

<http://www.csinashville.org/events.php>

This calendar is a live Google calendar so anyone using an Android smartphone or iOS (Apple) can link to it quickly and get chapter events on their calendars and agendas.

Please contact Devin Righter with any questions.



Heather Bennett
Blessed Earth Tennessee

Aaron Schaller
Southland Brick and Block

Tom Dowling
ATAS International, Inc.

Meagan Vaughn
Sesco Lighting

Jerilyn Green
Konica Minolta Business Solutions, USA

Kendra Winbush
TM Partners, PLLC.

Josh Pagenis
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Become A Sponsor!

INTRODUCING THE CSI NASHVILLE GOLD LEVEL SPONSOR!

Your company name and logo displayed on screen during lunch at all monthly meetings and on the CSI Nashville website. CSI will also give verbal thanks to these sponsors at every meeting.

To become a Gold Level Sponsor, you must commit to \$1,000 dollars of sponsorships of your choice from the two opportunities listed below by April 1st 2015 for the calendar year 2015.

Product Show * Holiday Party

Contact Melanie Kenney
mkenney@southlandbrickandblock.com
615-979-9497 to sign up!

CSI PRODUCT SHOW – TUESDAY, OCTOBER 20TH @ TITAN'S STADIUM

This show is very well attended by designers, architects, engineers, and various other commercial construction persons. Many sign up for our seminars throughout the day. Forty commercial vendors exhibited with us in 2014. More than 250 design professionals attended.

Show Sponsors (2) \$500 Company name and logo printed on a large poster board and will be prominently displayed at the entrance to the show floor. Advertisement in Specifacts and on all the closed circuit TV's on show floor day of event. Logo on our website.

Seminar Sponsors (4) \$250 Company name and logo printed on a large poster board and will be prominently displayed at the entrance to the seminar you are hosting. Advertisement in Specifacts and on all the closed circuit TV's on show floor day of event.

Lunch Sponsors (unlimited) \$100 Company logo printed on 8 ½ x 11 paper and placed on Hi Boys near the lunch buffet – tables will be out entire length of show. Advertisement in Specifacts.

Printing Sponsor (1) For providing all our printing needs, your company name and logo printed on a large poster board and will be prominently displayed at the entrance to the show floor, Advertisement in Specifacts and on all the closed circuit TV's on show floor day of event. Logo on our website.

Become A Sponsor!

JOINT HOLIDAY BASH – THURSDAY, DEC. 10TH @ MARATHON MUSIC WORKS

CSI partners with AGC, ABC, and CFMA on an event that is so much fun it is not to be missed!

Holly Jolly Sponsor \$1,200. Your Company logo prominently displayed on invitations, at registration table, and on the buffet line during the event.

Your Company website link will be on the Holiday Bash website.

Your Logo will also be projected on the back stage wall.

All members of your company are invited to attend.

Santa's Sips Sponsors \$800. Your Company website link on the Holiday Bash website and on the bar at the event.
All members of your company invited to attend.

Reindeer Games Sponsors \$500. Your Company signage at your choice of either the Photo Booth or at the Toys for Tots Donation area.
Your Company website link on Holiday Bash website.

Sleigh Sponsors \$200. Company signage on table tops at event.
Company website link on Holiday Bash website.





From the Desk of...

Dear CSI Leader,

Please join me in welcoming Mark Dorsey, FASAE, CAE, to CSI! Dorsey has been selected by CSI's Board as the new Executive Director and Chief Executive Officer of our organization. Dorsey will join staff at CSI's headquarters in Alexandria, VA, at the beginning of September. Members can look forward to meeting him at CONSTRUCT 2015 & The Annual CSI Convention in St. Louis.

CSI has posted a press release announcing Dorsey's selection at www.csinet.org/MarkDorseyCEO, which you may use in communications with your members. You can download a high-resolution image of Dorsey to use in your publications from CSI's Flickr account here: <https://flic.kr/p/w1jUfX>.

I am very excited about the proven track record of membership growth, strong fiscal management, certification program expansion, and board development that Mark brings to this position. The Board was impressed by his ability to translate his experience to the opportunities we have ahead of us. He sees our organization with fresh eyes and has tremendous enthusiasm for our potential.

Dorsey comes to CSI from the American Snowsports Education Association. The association is home to the Professional Ski Instructors of America and the American Association of Snowboard Instructors (PSIA-AASI), a 32,000-member, nonprofit

education association. During his tenure as CEO, PSIA-AASI saw record membership growth during seven of the past eight years, record revenue, and award-winning communications and outreach programs.

Dorsey is also an active volunteer. A Fellow of the American Society of Association Executives (ASAE), Dorsey has served terms on the ASAE Planning Committee and the CEO Advisory Board, and as Chair of the ASAE Research Committee. He is a member of the ASAE Board of Directors. To learn more about him, read his profile on LinkedIn.

Dorsey was selected by CSI's Board after a nationwide search conducted through Korn Ferry, an executive recruitment consultant. He was vetted by a search committee led by former CSI President Ross Spiegel, FCSI, CCS, CCCA. The committee included former President Dennis Hall, FCSI, Lifetime Member, CCS, CCCA; former President Paul Bertram, FCSI, Lifetime Member, CDT; Board member Ellen Crews, FCSI, CCS, CCCA; Board member Kirby Davis, CSI, CDT; former Institute Secretary Kevin Corkern, RA, FCSI, CDT; Tom Deines, FCSI, CCCA, and myself.

Thank you for all your hard work to keep CSI moving forward. I am confident that Mark will lead CSI toward a bright future.

Sincerely,

CSI President Lane Beougher, FCSI, CCS, CCCA



2015 CONSTRUCTION PRODUCT SHOW – EXHIBITOR INFORMATION

Tuesday, October 20 10:00 – 3:00

LP Field East Club Level One Titans Way, Nashville, TN

We are pleased to announce that the CSI Nashville Chapter's annual Construction Product Show will be returning to LP Field, home of the Tennessee Titans. We will be providing four *complimentary* Educational Seminars, with AIA credit, through-out the day for the design community. Lunch will be provided to attendees and vendors at no charge. Drink stations with tea and water will also be available throughout the day. Coffee and pastries will be served from 8:00 till 10:30 am.

We again expect this year's show to be very well attended and hope you will join us! We hope our vendors will provide at least one nice Door Prize in order to generate excitement throughout the day. In order to secure your booth space, please complete the attached form and email ASAP with your desired booth number(s). We will work with you to secure a great spot! Payment is required by July 31st to hold those spots.

Single Booth space is \$600. After September 1st, if we have not received your payment, your desired booth could be taken by another vendor *and* the booth cost will go up to \$650.

Early bird special: If payment is received before May 31st, booth rate is \$575.

Set Up: Mon., Oct. 19th 4:00pm till 6:00pm
Tues., Oct. 20th 8:00am till 10:00am

Tear Down: Tues., Oct. 21st 3:00 pm till 5:30pm

You MUST be completely out of LP Field by Tues., Oct. 20th at 5:30pm

Exhibitors must enter and exit LP Field through the Stadium Club Entrance East Side. This location is on South 2nd Street. **No forklift service is available.** You may use unloading/loading zone in front of the Stadium Club Entrance on **EAST SIDE**. Parking is available in lots C and D. Exhibitors may not sell, resell, offer for sale or merchandise any goods, wares, or services at this event without express written consent from the CSI Nashville Chapter. No alcohol shall be brought into the building. Helium balloons are prohibited. No communications equipment may be utilized if it interferes with other LP Field communications systems or telephony. Exhibitors may not place or make holes in any part of the Facility for any purpose. Take care to avoid damage to grass, plants, trees and other landscaping, the asphalt, parking lot markings and all other appurtenances of the Facility.

Melanie Kenney

Booth Sales 615-979-9497

mkenney@southlandbrickandblock.com

Other Show Contacts:

Tiffany Goulet

Chairperson

615-423-8321

tiffany@nexgen-cr.com

Jerilyn Green

Co-Chair

615-238-2170

jgreen@kmbs.konicaminolta.us

Loretta Baltz

Attendee Registration

615-969-4890

loretta.baltz@mhfi.com

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CSI Nashville - Officers & Directors/Committee Chairs & Co-Chairs

July 1, 2015 – June 30, 2016

President	Melanie Kenney	615-979-9497	mkenney@southlandbrickandblock.com
Past President	Rick Jones	615-566-4171	rjones@twfrierson.com
President Elect	Lynn Jolley	615-876-8096	ljolley@comcast.net
Treasurer	Jack Potter	615-370-8500	JPotter@hfrdesign.com
Secretary	Derek Hickman	615-953-9474 x708	derek@wisengineers.com
2nd Year Director	Loretta Baltz	615-969-4890	Storm.97@comcast.net
2nd Year Director	Mark Buck	615-973-2013	mark_buck@bellsouth.net
2nd Year Director	Steve Honey	615-533-7886	shoney@southlandbrickandblock.com
1st Year Director	Stephen Martin	615-669-9363	stephen.martin@panelspec.com
1st Year Director	Tiffany Goulet	615-423-8321	tiffany@nexgen-cr.com
1st Year Director	Dan Cress	615-523-5235	dcress@tmpartners.com

6 of the above persons must be present at board meetings for a voting quorum

Committee Chairs & Co-Chairs

Awards	Josh Pagonis	512-564-0842	josh@yadconsultingllc.com
Awards Co-Chair	Cindi Brooks	423-827-4848	cindibrooksgsr@gmail.com
Certification	Carl Manka	615-351-1177	carl.manka@tbr.edu
Certification Co-Chair	Lynn Jolley	615-876-8096	ljolley@comcast.net
Education	Michael Gober	615-351-7458	michael.gober@shawinc.com
Education Co-Chair	Scott Beasley	615-390-3945	sbeasley@ppg.com
Emerging Professionals	Jarrold Finger	865-850-8707	Jarrold@wisengineers.com
Golf Tournament	Steve Honey	615-533-7886	shoney@southlandbrickandblock.com
Historian	Devin Righter	615-306-2692	devin@bxtn.org
Holiday Party	Rick Jones, Tiffany Goulet, Melanie Kenney		
Membership	Devin Righter	615-306-2692	devin@bxtn.org
Membership Co-Chair	Stephen Martin	615-669-9363	stephenclydemartin@gmail.com
MTSU Academic Liaison	Kevin Russell	615-767-6139	krussell@mcelroymetal.com
Planning	Tom Parshall	615-479-6199	tlparch@bellsouth.net
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Product Show Co-Chair	Jerilyn Green	615-238-2170	jgreen@kmb.s.konicaminolta.us
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Spec Heads Co-Chair	Aaron Schaller	615-995-5023	aschaller@southlandbrickandblock.com
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Toast & Tour Chair	Tim Yoko	615-377-9773	tyoko@tmpartners.com
Website	Tiffany Goulet	615-423-8321	tiffany@nexgen-cr.com