

**ASPE
ORANGE
COUNTY
CHAPTER 3**

AMERICAN SOCIETY OF PROFESSIONAL ESTIMATORS

OCTOBER, 2010

Volume 2010

Issue 32



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ORANGE SPEEL NEWSLETTER



OUR MISSION

Since 1956, ASPE serves the construction & engineering industries by providing education, training, fellowship and opportunities for professional estimating development.

WWW.ASPENATIONAL.COM WWW.ASPECHAPTER3.ORG

PRESIDENT'S CORNER

PRESIDENT'S MESSAGE

As we are starting to see a change in the seasons, our chapter officers and chairs are also making positive changes to our chapter! We are in the process of finalizing the contract with the Costa Mesa Ayres Hotel to continue to use their property for our monthly membership meetings. We will also resume the dinner format from previous meetings.

Our topic this month is Economic Conditions for Structural Steel by Mike Saucedo of Schuff Steel. Mike's presentation should be extremely insightful in giving us a snapshot of structural steel availability and pricing!

The Board of Directors meets on October 6 to move forward with incorporating our chapter. It is a very lengthy process and we are making substantial progress!

I look forward to seeing everyone at the October 13th meeting at the Ayres Hotel! The address is 325 Bristol Street, Costa Mesa, CA 92626

- *Mike Mills*

CALENDAR OF EVENTS

- Oct 8-9, 2010 - ASPE Fall Region Conference in Oregon
 - Oct 13, 2010 - Dinner meeting: Economic Conditions for Structural Steel by Mike Saucedo of Schuff Steel
 - Oct 29, 2010 - John Wayne Airport Job Walk
 - Nov 10, 2010 - Dinner meeting
 - Jan 12, 2011 - Dinner meeting
 - Feb 9, 2011 - Dinner meeting
 - Feb, 2011 - ASPE Spring Regional Conference in San Diego
 - Mar 9, 2011 - Dinner meeting
 - Apr 13, 2011 - Dinner meeting
 - May 11, 2011 - Dinner meeting
 - June 8, 2011 - Dinner meeting
 - July 13-16, 2011 - ASPE National Convention in Nashville, Tennessee
- Tentative**
- Dec 2010 - Social Meeting
 - Aug 2011 - Annual Golf Tournament

REMINDER: NEW DINNER MEETING VENUE

We're going back to Ayres Hotel! The address is **325 Bristol Street, Costa Mesa, CA 92626**



Mike Mills
President, ASPE Chapter 3
Orange County

ASPE

CODE OF ETHICS

Canon #1

Professional Estimators shall perform services in areas of their discipline and competence.

Canon #2

Professional Estimators shall continue to expand their professional capabilities through continuing education programs to better enable them to better serve their clients, employers and the industry.

Canon #3

Professional Estimators shall conduct themselves in a manner, which will promote cooperation and good relations among members of our profession and those directly related to our profession.

Canon #4

Professional Estimators shall safeguard and keep in confidence all knowledge of the business affairs and technical procedures of an employer of client.

Canon #5

Professional Estimators shall conduct themselves with integrity at all times and not knowingly or willingly enter into agreements that violate the laws of the United States of America or of the states in which they practice.

TECHNOLOGY: WHAT IS LOST & WHAT IS GAINED?

By: Brandon Rosenthal, CPE

Not too long ago I worked on an estimate to re-level an existing building. The building was built sometime in the 1960s and had been constructed on bad fill (partially organic). In a nutshell, the building was sinking. This project, though unique in nature, started out like most for me in that I was provided a set of plans that had been composed on a computer. The lines depicting the building were perfectly straight and consistent in their thicknesses, all together presenting a seemingly exact rendering of the structure. These plans had a lot of detail from practically every conceivable angle. And then I came across the as-builts for the building.

It has been a while since I have seen a set of blueprints. This version of the building was the same but altogether different. The lines depicting the building in the blueprints were straight, but were not consistent in their thicknesses. And no two like numbers or letters describing the building looked exactly the same. The blueprints had details, but they were limited in number, usually showing just one cross-section. Clearly the blueprints were tediously drawn by hand, whereas the new sets of drawings were composed with the click of a mouse and the help of computer software. As I compared the two sets of plans I caught myself thinking, how did the construction industry build stuff back in the 1960s without the abundance of detail I had come to expect from a current set of plans? Of course much was built before and during the 1960s, I presume, with little difficulty.

With this in mind, I got to talking to a gentleman who had successfully run a contracting business for 35 plus years. I asked him what he thought about the level of detail prevalent in a current set of plans vis-à-vis a set of hand drawn blueprints. Having considered my question he simply said that there were just too many details describing what he considered to be the same thing. During most of his career, he said, most of the contractors he worked with knew how to build something, and in the event someone didn't, say someone coming up in the industry, they asked a respected tradesman in their field. He added, most contractors didn't need this level of detail, and plans were simpler because most architects, engineers, and contractors had been forced to learn everything "in between" because the times and the state of technology necessitated it. He ended, "Architects couldn't just push a button and replicate a detail or drawing in twenty different ways...it had to be rendered by hand, and when they had to do it that way, they tended to think a little bit more about it, and that often made for a better design.' With the ever increasing speed of computers and the myriad of software available, are we in the construction industry being enabled to *think* less? I suppose another construction professional might say the opposite that the current level of detail present in plans creates a level of transparency that promotes thinking and learning between architects, engineers, and contractors. I don't have a position either way, but I cannot help but see how each side might argue their points.

The pros and cons of technology is a discussion that has been going on for time immemorial. It is clear technology is pervasive and will presumably be around, ever evolving for years and years to come. In essence, technology is here to stay. I think perhaps what that gentleman was really trying to tell me was not to lose sight of the fundamentals at the hands of technology. Perhaps next time I effortlessly drag my mouse over a slab on grade via onscreen takeoff, I will take a moment and really think about all the elements (setting forms, placing base/visqueen, rebar, etc.) that go into generating that particular unit rate.

There seems to be a bright future for those pursuing a career in estimating. According to the US Bureau of Labor Statistics, the need for estimators is set to *grow much faster than average*, with expected growth to be around 25 percent between 2008 and 2018. This level of growth will most certainly make the case for the introduction of more new and efficient estimating technology. And I am sure, many more conversations regarding what is gained and lost at the hands of technology.

Brandon Rosenthal is the current Treasurer of ASPE Chapter 3 & can be reached at therosenthalcompany@gmail.com

ASPE Code of Ethics

Continued...

Canon #6

Professional Estimators shall utilize their education, years of experience and acquired skills in the preparation of each estimate or assignment with full commitment to make each estimate or assignment as detailed and accurate as their talents and abilities allow.

Canon #7

Professional Estimators shall not engage in the practices of "bid peddling" as defined by this code. This is a breach of moral and ethical standards, and a member of this society shall not enter into this practice.

Canon #8

Professional Estimators and those in training to be estimators shall not enter into any agreement that may considered acts of collusion or conspiracy (bid rigging) with the implied or expressed purpose of defrauding clients. Acts of this type are in direct violation of the Code of Ethics of the American Society of Professional Estimator

Canon #9

Professional Estimators and those in training to be estimators shall not participate in acts, such as the giving or receiving of gifts, that are intended to be or may be construed as being unlawful acts of bribery.

ETHICS, WHAT'S THAT?

By: Gary Casper, CPE

As the economy has worsened and the competition to obtain work has increased I've noticed an alarming trend. Some companies have resorted to any tactic to obtain work. As a consultant I helped various companies over the past two years. I was helping a client bid a federal job as a sub to six different general contractors. The sub-contractor asked me to bid the job higher to five of the six because it was convinced that the one contractor he was willing to reduce his bid proposal was going to get the job. I told him I couldn't do this because I thought this was unethical. He was surprised and didn't understand why this would be unethical.

I explained to him that to show one contractor favoritism could end up backfiring if the other five found out that he had given one of the contractors a better price on the same job. In the end it may well damage his company image.

The question that I ask is abandoning ethical business practices help or hurt a company. In the short run it may help to keep the company in business. But in the long run unethical practices will breed mistrust and may well damage a company's ability to do business. In the end the company's reputation will suffer. I worked for a sub-contractor who did business with a large Orange County General Contractor. When I prepared bids for the sub to submit to this unnamed general contractor the sub asked me to always add 10% to the bid. I asked why. They responded that the general contractor will always ask for a reduction in price so they add "extra" costs to allow for a reduction that will inevitably come. I observed two things from that experience. First, the generals who practice this policy really did not get a true price. In fact, it was an artificially inflated price. And second, the sub is partially at fault by allowing the general to reduce their initial price. What the sub is really saying that he routinely over inflates his price and the general will need to negotiate what the price should have been. To me this seems to be a lot of unnecessary work and effort.

Ethics is important in creating trust, important for good business.

Gary Casper is the current 3rd vice president of ASPE Chapter 3. He can be reached at casperces@sbcglobal.net

CONSTRUCTION ESTIMATING OPPORTUNITIES!

The Clark Construction Group-California, LP, one of the largest providers of construction services in the United States, is seeking the following professionals:

- ◆ CHIEF/LEAD ESTIMATORS
- ◆ PRECONSTRUCTION ESTIMATORS
- ◆ SR ESTIMATORS

Ideal candidates will have large GC experience, a proven track record, and a minimum of 5 years experience. Clark Construction offers a competitive compensation and benefits package.

Send resume to:

Clark Construction Group-California, LP
575 Anton Blvd, Suite 100
Costa Mesa, CA 92626
Fax: 714-429-9778



Drug Free Workplace/EOE

EXTRA, EXTRA!!!

UPCOMING JOB WALK AT JOHN WAYNE AIRPORT: OCT. 29, 2010

Two major structures are currently being constructed at John Wayne Airport. A new terminal extension [Terminal C] consists of 7 new boarding gates, commuter hold rooms, new concessions, immigration facilities, upgraded baggage handling facilities etc.

A new parking structure is also being erected to replace parking capacity lost to achieve the new terminal.

Both these structures will have a 1.5 Seismic importance factor. Some unique methods to achieve this were utilized.

A job walk is scheduled for Friday October 29 at 2:30pm. Members and guests welcome.

Please RSVP with Anita Beukman at anita.beukman@fgould.com before Wednesday October 27 if you would like to attend.

BOARD MEMBER MEETING HIGHLIGHTS

By: Wil Beukman

On Wednesday Sept 1 the Board had their meeting.

- Meeting topics for the year were discussed.
- Meeting venue was discussed and it was agreed to resume meeting at The Ayres hotel. In addition, we wish to implement PayPal.
- Tom made a topic suggestion for November of QTO applications to estimating.
- Newsletter article assignments and deadlines were made.
- Scholarships range needs to be local Orange County institutions.
- Dates and topics for the Academy need to be decided.
- Standing rules for the Chapter to be formalized and voted.
- Golf Tournament to be repeated next year.
- Academy – no other details to add at this date.
- Discussed advertisements in the newsletter.
- Next BoD meeting to be held October 6.

INFORMATIONAL CORNER



RICS (Royal Institution of Chartered Surveyors) is the leading member organization in the world for professionals in property, land, real estate, construction and related environmental issues.

Launched in 1868 with headquarters in London, England, the institution was granted a royal charter to protect and serve the public interest. RICS members operate in over 146 countries around the world and offer strategic advice on the economics, valuation, law, technology, finance and management of the world's physical assets - from major construction projects to commercial farmland to large investment portfolios.

RICS membership comprises many disciplines, including Quantity Surveyors. Although the term is not widely recognized in the US Quantity Surveyors traditionally manage construction costs for owners. This may comprise the more familiar roles associated with estimating,

SAM BRUSCO
VICE PRESIDENT
CLARK CONSTRUCTION



Interview conducted by ChiaYen Yuan

CY: How long have you been a member of ASPE and what is the extent of your involvement in this professional organization?

SB: I have been a member of the ASPE since the early 1990's when I joined the Washington D.C. chapter, I moved here to Southern California in 2000 remaining an active member.

CY: Can you take us through how you started in the construction industry into today?

SB: I started in the construction industry by first obtaining my Associates of Arts degree from Miami-Dade Jr College in 1971, I then obtained my Bachelors degree in Building Construction from the University of Florida in Gainesville. After graduating the University of Florida in 1973, I started work for a commercial general contractor in Sarasota, Florida as an estimator, from there I moved to a position of Project Manager/Estimator for another general contractor in Bradenton, Florida. I moved to Miami Florida in 1980 seeking larger projects and greater challenges, which I found while working for M.R. Harrison general contractors, while working at M.R. Harrison, I had the opportunity to act as project manager for several very large commercial projects such as the Miami International Airport, Sun Bank Data Center and the Pan Bank Headquarters in Coral Gables. As the market tightens M.R. Harrison needed help in their estimating/purchasing division, which was an easy fit for me with my background in both of these areas. I was then drawn to even larger challenges and assumed the role of chief estimator for Omni Construction in their Orlando Florida office in 1983. Omni Construction's headquarters was in Bethesda Maryland where the market was robust and Omni wanted to expand into self-performing cast-in-place concrete, they asked me to relocate to Bethesda to help them get this division started. I remained in the Bethesda area with Omni for 15 years (which in 1995 became the Clark Construction Group) assuming continuing larger challenges and opportunities. I was the chief estimator and vice president of the concrete division, I worked as a purchasing agent for the Bethesda area, and as a national chief estimator traveling the United States pursuing work.

One of the most exciting opportunities I enjoyed while in Bethesda was taking on the chief estimator role for the EPA Headquarters in Raleigh North Carolina, this was at the time the largest single project our firm had ever pursued. We pulling executives and expert estimators from around the country and assembled a very detailed and successful team. The first bid was approximately \$270 million dollars and we were low bidder by only \$35,000, however the project was over-budget and after helping the government taper down the scope, we re-bid the project against the same competitor this time we were low by only \$5,000 on \$230 million dollars. Very exciting and extremely rewarding. In August of 2000, Clark Construction asked me to relocate to Southern California and take on the role of Vice President and Chief Estimator for the Western Region. Clark's Western Region is bounded by the Canadian and Mexican borders and the Mississippi river to the Pacific Ocean, a very large and diverse area. Our focus has been on California, Nevada and the State of Washington, however with the tightening of the market we are seeking work anywhere in our region. Since arriving to Southern California our region has consistently grown from an annual volume of \$300 million in 2000 to \$1 billion annually today.

CY: What firm do you currently work for and what is your position at this firm?

SB: I work as the Vice President and Chief Estimator for Clark Construction Group-California, LP

CY: What types of projects do you most enjoy estimating?

SB: My career has always been about greater opportunities and solving complex challenges such as Space Launch Complex 6 at Vandenberg Air Force Base and the LA County / USC Hospital.

CY: What kind of activities and / or interests do you most enjoy when not estimating?

SB: In my dubious off hours I enjoy golf, boating, cruises and travel in general

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Education – Mike Mills, CPE – Michael.mills@jacobs.com

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Public Relations / Marketing – Anita Beukman – anita.beukman@fgould.com

Scholarships – Anita Beukman – anita.beukman@fgould.com

Mentoring – Mike Mills, CPE – Michael.mills@jacobs.com

FOR YOUR INFORMATION...

COMPANY MEMBER REPRESENTATIVES

AECOM Analytical Planning Services, Inc. Bel Esprit Builders, Inc. Bert L. Howe and Associates Brussel Consulting & Const Mgmt Casper Estimating Services Consolidated Contracting Services Contracting Engineers Inc. Contractors & Cost Consultants Corecon Technologies Inc. Construction Cost Controls Dharma Construction Security Disneyland Resorts Faithful + Gould GKK Works HAAS Marketing Group Heinaman Contract Glazing HMC Architects Jacobs Engineering Kanda Project Services Corp Kerry Contractors, Inc. KFHP Inc. KGA, Inc. KHS&S L&R Construction Inc. Lawrence P. Lee & Associates Lombard Consulting Services, Inc. M. Cangro Development Madsen, Kneppers & Associates Marlin Construction Consulting & Assoc. O'Connor Construction Management, Inc. Pacific Rim Mechanical Contr. Inc. Performance Contracting, Inc. Pete Fowler Construction Services, Inc. Phoenix Planning Project Control Assoc. LLC Raymond Interior Systems Red Hill Services Construction RCR Mechanical Ronald Fedman Associates, Inc. Swinerton Builders TH Western Builder The Clark Construction Group The Rosenthal Company Timko Inc. Woods Construction



90 FOLLOWERS ON TWITTER!

TWITTER ACCOUNT

FOLLOW US TOO! "ASPE3ORANGECTY"

By: Paulette Rutlen

Twitter: [ASPE3OrangeCty](#)

Do you Tweet? With the advent of all of the social networking going on I figured we should be keeping up with the technology. For those of you not in the know, Twitter is a website that allows postings, called tweets, of no more than 144 keystrokes (yes, spaces count). With Twitter you can find individuals such as ASPE's national Executive Director (ASPENatExecDir), other chapters (ASPE12Reno or ASPE51SLCUtah), construction related organizations such as NAWIC, MC2, or McGraw Hill.

I intend on finding links to individuals and organizations that may be of interest to our membership. If you find an organization that you think would be of interest to our chapter membership let me know. Just post a tweet to ASPE3OrangeCty and I'll be sure to link us to the account.

Do you have insights to pass on to our membership regarding the construction industry in Orange County? With a Twitter account you can pass them along quickly. After all, how long can it take to type 144 characters? See a website or blog you think may be of interest, post the link with one tweet and the whole chapter can see it too.

Try it out. Even if you never post anything, you can follow the postings of whoever you may find interesting. Hopefully, one of those will be ASPE3OrangeCty.

FACEBOOK ACCOUNT

facebook

15 FACEBOOK FRIENDS!

By: Anita Beukman

Our chapter Facebook account is up & running—ASPE Chapter 3, Orange County—we have added a few friends from last month and we need more! If you have an account, look us up, so you can follow our status for upcoming events!

BECOME OUR FACEBOOK FRIEND & LOOK US UP:

"ASPE CHAPTER 3, ORANGE COUNTY"

ASPE ORANGE COUNTY CHAPTER 3

MEETING INFORMATION

Date: Wednesday, October 13, 2010

Time: 5:30 p.m. - Social Hour & Networking

6:30 p.m. - Program

Location: Ayres Hotel

325 Bristol Street

Costa Mesa, CA



COST: \$40

Dinner Menu: *Chicken Florentine, Red Snapper Fish or Vegetarian Lasagna*

RSVP at www.aspechapter3.org

TOPIC

ECONOMIC CONDITIONS FOR STRUCTURAL STEEL

PRESENTED BY

MIKE SAUCEDO
OF SCHUFF STEEL

About the Speaker:

We are fortunate to have as our guest speaker this month. Michael Saucedo, Vice President of Sales from Schuff Steel. Michael has over 10 years experience in the steel industry holding positions of welder, fitter, estimator, and Vice President of Sales. Michael will discuss Structural Steel Cost implications and future pricing trends in the industry. Michael has worked on a cross section of major projects such as the LA Galaxy Stadium, Colburn Performing Arts Building, LAPD Headquarters Tower, Sunset Grower Studio, Kaiser Ontario Hospital, and the Hyatt Hotel Huntington Beach. Michael resides in Rancho Cucamonga, CA.

RECAPS, RECAPS...

SEPTEMBER DINNER MEETING RECAP

By: Paulette Rutlen

On Wednesday, September 8th we held our first meeting of the new ASPE year. While the membership turnout was small, the topic was terrific. We learned about two building products, NUDURA, and Gigacrete.

Martin Clark and Chris Ember gave us an informative presentation on NUDURA's insulated concrete forming system. NUDURA has developed an interesting system of insulation form system with a rebar support system built into the forming system. ICF systems have been around for a long time but they have made some interesting improvements. This system can earn LEED points for your project. You can check out the forming system at their website www.nudura.com. In addition to showing how and where the system can be used they gave us tips on budgetary pricing. A wall with forms, concrete, and rebar will range from \$12 to \$16 per square foot.

The other product we were introduced to really captured everyone's attention. Gigacrete has cement-based products, such as PlasterMax, that meet sustainable building standards with zero VOC emissions. They have a thin coat product that is designed for direct application over ICF construction systems such as NUDURA. The finish is a beautiful interior abuse resistant, fire, mold, and insect resistant product. Where plaster and Dryvit type products require multiple layers and installation steps, the PlasterMax is installed in one application and completely cured in twenty four hours. Based on the demonstration and samples presented this would be an excellent alternative to plaster and can be applied directly over drywall to give an impact and abrasion resistant finish. Best of all is the cost. At \$2.00 per square foot it can't be beat. You can read more about this product at their website at Gigacrete.com.

Next month we will be going back to meeting at the Ayres Hotel. If you missed this good program in September, you won't want to miss our October program.

CERTIFICATION

By: Art Quinion

Professional evaluation through Certification is one of the many ways the American Society of Professional Estimators endeavors to promote the profession and benefit the construction industry. ASPE Certification is the highest form of professional recognition an individual estimator can receive and is being sought by more construction estimators every year. Through its Certification Program, the American Society of Professional Estimators recognizes the estimating proficiency and ethical awareness of the Certified Professional Estimator (CPE).

If you would like to become certified, the certification process requires the candidate to write a 2,500 word technical paper, in addition to taking two examinations. The first exam is a General Knowledge Exam (GEK) consisting of approximately 500 questions across a variety of construction topics including AIA documents and general estimating knowledge. The candidate has four hours in which to complete this test. In addition, each candidate must also take a Discipline Specific Test (DST). These exams are a test of the candidate's specific area of expertise. Currently ASPE has Discipline Specific Tests in numerous categories including General Estimating, Earthwork, Concrete, Roofing, Plumbing, HVAC Sheet Metal, and Electrical to name a few. The DST exam is an eight hour test with true/false and multiple choice questions as well as estimating problems that are basically mini-estimates. There are two testing cycles per year. The timeline for the next testing cycle is approaching soon, so you will need to fill out an application for certification as soon as possible. Once approved, you will be required to complete an online or chapter workshop to begin the testing process. The chapter will also be presenting an Introduction to Certification workshop in the near future, in addition to the required online workshop, to review what to expect from the technical paper and two tests.

Once recognized as a CPE, you will be expected to keep abreast of current trends and improved practices in the construction industry. Your conformance with this requirement is measured under the provisions of the Continuing Certification Program. CPEs subject to recertification must document active participation in the areas of ASPE service: professional, educational and creative contributions to construction estimating. Among the elements of continuing certification are review of technical papers, and the contribution of questions and problems to the Certification Test Data Bank.

As the Certification Chairman for ASPE Chapter 3, I'm available to answer any questions you may have about the certification process. Please feel free to email me at artq@phoenix-planning.com or call me at my office at (949) 581-9370.

ASPE ORANGE COUNTY CHAPTER 3

ADVERTISING OPPORTUNITIES

Business Card	Per Issue	\$25.00	If you would like to advertise with us, contact ChiaYen Yuan at chiayen.yuan@fgould.com for more details.
¼ Page Ad	Per Issue	\$50.00	
½ Page Ad	Per Issue	\$100.00	
Full Page Ad	Per Issue	\$200.00	

BECOME A MEMBER

Applications for membership can be downloaded from the national website, www.aspenational.org, or on our local website, www.aspechapter3.org. For more information, contact Gary Casper at casperces@sbcglobal.net

THOUGHTS OR SUGGESTIONS?

We are looking for your ideas and input regarding our newsletter and dinner programs. Do you have an idea for an upcoming dinner meeting? Would you like to be a presenter at one of our dinner meetings? Is there a topic of discussion that we should write an article about? Would you like to be a contributor to our newsletter? Please contact ChiaYen Yuan at chiayen.yuan@fgould.com

VOLUNTEERS WANTED!

We need your help! Anyone who is interested in serving on a committee for the OC chapter, please contact MikeMills at michael.mills@jacobs.com for more information. This is a great way to give back to ASPE both personally and professionally. We encourage you to attend a board meeting to see what it's all about. We meet every other month in a physical location and all ASPE members are welcome to attend.

Serving construction estimating professionals by promoting ethical behavior, professional development, continuing education, standardization, certification and fellowship.



WE LOOK FORWARD TO SEEING YOU AT THIS MONTH'S MEETING!