

**ASPE  
ORANGE  
COUNTY  
CHAPTER 3**

# AMERICAN SOCIETY OF PROFESSIONAL ESTIMATORS

SEPTEMBER, 2010

Volume 2010

Issue 31



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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.



## PRESIDENT'S CORNER

### PRESIDENT'S MESSAGE

We are off to a flying start! It is a new fiscal year and our new chapter officers and chairs are already working hard to make this a successful and exciting year. I want to give a special "thank you" to Anita and Wil Beukman on behalf of the chapter for their tireless commitment and leadership during the last fiscal year!

Our topic this month is Cost implications for using high performance interior and exterior wall installations and abuse resistant interior plaster by Andrew Dennis of Gigacrete and Martin Clark of Nudura Corp.

The Board of Directors met on Aug. 14<sup>th</sup> to establish programs and program chairs. At the September meeting we will introduce the core chairs. Please get involved and volunteer for a sub-chair or subcommittee!

On August 11, we held our annual golf tournament. The tournament was a great success, the turnout was excellent, and everyone had a great time. Anita will have more specifics at the September meeting.

We are changing the venue and format of the monthly meetings. The new venue will be at the Jacobs office in Santa Ana near the John Wayne Airport.

The address is:

Jacobs

4 Hutton Centre, Suite 800

Santa Ana, CA 92707

The new format will be offering snacks and coffee in lieu of the full dinner. Please provide feedback! We are trying new options!

I look forward to seeing everyone at the September meeting at the Jacobs office in Santa Ana! Let's make this a great year!

- *Mike Mills*

### CALENDAR OF EVENTS

- Sep 8, 2010 - Dinner meeting
  - Oct 13, 2010 - Dinner meeting
  - Oct 8-9, 2010 - ASPE Fall Region Conference in Oregon
  - 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**
- Sept 2010 - Job Walk
  - Dec 2010 - Social Meeting
  - Aug 2011 - Annual Golf Tournament

### REMINDER: NEW DINNER MEETING VENUE

As a friendly reminder, we will be meeting at our new dinner meeting venue at the Jacobs office located at [4 Hutton Centre, Suite 800, Santa Ana, CA 92707](#)



**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.

## TIGHT BIDDING MARKET - 2010

By: Dan Schottlander, CPE

Last May at our OC ASPE dinner meeting, I met an estimator who worked for a concrete contractor. Their firm worked exclusively in the public works arena on competitive bid work, where the low bid is awarded the job. He told me (name intentionally with-held) that his firm was bidding at cost without fee, and they were still losing jobs. Under normal market conditions General Contractors and Subcontractors typically price out their jobs for a fee. And if the market is extremely hot as it was three years ago, the contractors would add a contingency to their price or increase the fee percentage, as companies may have had a backlog of work. Obviously, times have changed due to the current economic downturn. No business can survive in the long term if they are not operating with a profit margin. If a company wins work for cost, there is no margin of error available should problems arise.

In a perfect world the estimator would have performed entire quantity take-offs and pricing precisely with no variances. Vendors and subcontracted-out items were priced out with no errors. Then the project was awarded (no fee). The project superintendent and project manager as well as the all of the craft labor crews executed their work in total perfection. The contract drawings and specifications were superbly written, with no questionable design flaws and the owner decided to make no changes during construction. Or, maybe there were some grey areas, but with a tough Construction Manager representing the client's point of view, zero changes were approved.

Get real. It's not a perfect world. If a company constantly bids work at cost, eventually they will be out of business. Your company may not be in the competitive bid market, so you may think that this scenario may not concern you, but it does impact everyone in the construction industry. Why do you ask?

Everyone in the industry is feeling the pressure to reduce costs, increase productivity, and lower rates in order to survive. Architectural & Engineering firms are affected by increased competition and lower market inventory. A/E firms may also be forced to reduce their professional rates resulting in lower profit margins with the pressure to remain competitive. Manufacturers, distributors, suppliers, vendors, and subcontractors are all under the same pressure to maintain market share which may result in lowering their profit margins. The result is a rippling effect. Lead times may increase, labor shortages may occur, quality may decline, or contracts may not be fulfilled. In the long term a lower price may have many ramifications to a construction project which could result in delays, poor quality of work, failure to perform work, claims or possibly lawsuits.

As estimators, if the price looks too good to be true, it may be advisable to do due diligence on the quotation received for subcontracted work or for the material commodities. Winning work that results in future problems because of a low price may only lead to heartache for all parties involved on the project.

By the way, that concrete estimator that I mentioned earlier is not a member of ASPE. Perhaps by becoming a member of our chapter the estimator and his employer may become more enlightened on winning projects that result in successful profitable jobs.

Dan is past president of Chapter 3 and is currently a board member. He can be reached at:

Dan.Schottlander@aecom.com, www.AECOM.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.

## **LEGAL VS. ETHICAL - WHAT IS LEGAL ETHICAL OR WHAT IS ETHICAL LEGAL? DOES IT EVEN MATTER?**

By: Gregory R. Clayton, PE, CPE, LEED® AP, Contracting Engineers, Inc. [www.4cei.com](http://www.4cei.com)

Being a general engineering estimator for over 35 years and an owner of a general engineering construction business for 26 years, I have had every opportunity to compromise my professional and personal code of ethics. I have also had privilege to clean up and pay for the unethical practices of many others. The ethical practices of an organization determine the long term success of the organization no matter what the organization is involved in.

To become a successful employer and leader of hundreds of people over the years, I had to become a student of people as well as of myself to organize and focus everyone's talents and efforts in obtaining particular desired outcomes. Generally, people are to some extent incomplete and inconsistent in executing their daily affairs and practice those habits where ever they are and in whatever capacity they are charged with. People who are consistent and complete in executing their affairs get results and are successful in their chosen careers. They also appear to be happy and positive people regardless of their immediate circumstances. These people are disciplined in honesty, competency and completeness giving them integrity.

So are conducting your affairs within the law, ethical? Unfortunately, ethics have nothing to do with what is legal. The engine of our society as with all societies is our economy. The market place is where we can actually experience and see the consequences of our beliefs about the market from the results of our participation in market place. Societies establish laws to regulate the economy and give the state the power to regulate. Unfortunately, there is a conflict between two different kinds of law in our country, the rule of law and laws that give in effect an authority power to do what it thinks fit to do in the best interest of the society. Rule of Law is where general principles are laid down in advance enabling individuals to foresee how the coercive powers of the state will be used, or what citizens will be able to do, or made to do in various circumstances. Under the other, the state could have unlimited power to have direct control over the economic lives of individuals and the entire economy. In America we have a vacillating combination of each type of law. Ethics is a philosophical foundation of rules of conduct that are constant regardless of the law of the land. Therefore, a lawful occupation or conduct could easily be unethical. Conversely generally speaking, ethical conduct in a society is likely to be lawful, unless the society has become lawless and the fundamental precepts of those in authority have become corrupt.

So does it matter if receiving a \$100,000.00 over payment from a client is returned? Does it matter if we miss represent the scope of work included in an estimate to a client or employer in an effort to get a job to keep your job? Even though the contract does not specify the time period when the contract change order paper work must be processed once the authorization to perform the extra work is given, does preventing a subcontractor from progressively invoicing and collecting payment for extra work performed until the end of the project to negotiate a discount from him in order to receive his final payment at the contract close out to make your job look good matter?

The list of unethical industry and business practices' being practiced today are endless and in some cases these practices are even legal or the law is silent on the subject. Unethical practices such as these are prevalent in our industry today than ever before.

Being ethical in our world is like being a ship sailing in enemy waters. Ships under attack, in adverse weather or other challenging conditions will not continue to function to fulfill its intended mission or even survive if its internal operation and integrity fail. Just as a ship, building and living a life founded in ethical precepts will give you the integrity to obtain your desired ambitions and keep you afloat during adverse conditions. An ethical life style matters a great deal in today's world. An ethical life style will offset the effects we experience from the constant nudging of those who are unethical in our society to compromise our ethics to game the system to survive. This gaming concept is a lie unless you believe it is true. People can and do believe anything they chose to believe. Beliefs do not have to be true, based in facts or be provable to be believed, practiced and brought into the world. It is also just as much effort to choose and practice ethical beliefs that will bring value to your life and the world as it does to chose and practice unethical beliefs.

All nine ASPE Canons encompass honesty, competency and completeness, which define ASPE and the integrity of the ASPE community. It is in practicing these precepts as a life style that every success will be yours.

**EXTRA, EXTRA!!!**

## INFORMATIONAL CORNER



**RICS**

the mark of  
property  
professionalism  
worldwide

**Americas**

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, procurement and project controls. As part of their training and skill set Quantity Surveyors are experts in quantifying and valuing construction costs which will traditionally include the skills associated with estimating.

## Make It Happen

### Out THINK.

Whatever big companies are thinking, it isn't enough. You don't have to go very far to beat them in this department. In most cases just think "for the customer" rather than yourself, your job, or your shareholders. Think "invest," not "cut." Think "value," not "price." Think "be your best."

### Out HUSTLE.

This is easy. Most big companies are about as agile as the Queen Mary. And their employees have a sense of urgency about them that's somewhere between zero and minus zero. Employees of large companies typically have an attitude of "someone else will do it." This is your game plan: Get up early. Stay up late. Talk to every customer you have ever had. Schedule breakfasts and lunches six weeks in advance. Let your customers know your new hours start before they get there and end after they leave.

### Out SELL.

Be there for the business, and be there when the customer is ready to do business. This means that you also have to be there when they are NOT ready to do business. You can't just hang around for orders. You have to be a consistent value provider in order to be able to earn the business when the time is right and the time is ripe.

### Out SERVE.

Now is the time for all good companies to come to the aid of their customer. Now is the time to INCREASE service and service offerings, not cut back.

**\*\*IDEA:** Next time a customer calls and asks for help or a favor, before they can say a word, you interrupt and say, "Whatever you want, the answer is yes!" This will make them smile and feel great about asking. Set the tone for positive action with your words, and follow it up with your deeds.

### Out DELIVER.

Cut your delivery time in half. No longer is the excuse, "The trucks are already loaded," a valid one. Do whatever it takes to deliver what they need, when they need it.

### Out HUMANIZE.

Throw away your computerized answering service before and after hours. And throw away your voicemail. When the phone rings, answer it. This will put you ahead of 99% of all other businesses in the world. Big businesses answer their phones with a computer and say, "In order to serve you better..." Who the hell are they kidding? (Answer: themselves.)

### Out COMMUNICATE.

Throw away the "policy manual" and your "corporate speak." It's no longer valid in these times. Any fool quoting "policy" or avoiding direct answers in times of economic chaos is certain to lose now and into the future.

### Out TRUTH.

One day the bank says they're in great shape. The next day they lay off 30,000 people. All truths are eventually revealed. Why not just start with it? The more truth you tell your customers BOTH external and internal, the more they will respect you and remain loyal to you.

### Out SURPRISE.

Even in these times you can still be memorable. Create a budget to surprise customers. Anything from a pizza, to lending an employee for a day or two, will be appreciated. And remembered.

Los Angeles Interior  
1270 Hancock St.  
Anaheim, CA 92807



New Jersey Business Journal, 2009

Phone: 714-701-9151  
www.PCG.com  
Fax: 714-693-8116

### BRANDON ROSENTHAL

OWNER

THE ROSENTHAL COMPANY



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?

**BR:** I have been a member since 2008.

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

**BR:** My start in construction was with my father, a commercial masonry contractor, during summers from the time I was about 7 years old. My first duties included picking up trash (cement/lime sacks, busted block, steel, scraping floors) and keeping the mortar usable/plastic for the crew. With age and ability, my duties increased, and by the time I was 14 I was erecting scaffolding, fabricating/installing rebar, driving reach lifts, mixing mortar, and basically doing everything necessary to fulfill my duties as a tender, which meant providing the masons everything they needed so they had no lag time and were staying productive 100% of the time. I started laying block at 21, and worked for a couple masonry contractors before starting my own masonry contracting company after graduating college. Working for myself was a great experience, and I enjoyed having the ability to pick what type of projects to do and whom I should work with, but by this time, I had been in the masonry industry for 10 plus years. I wanted to explore other opportunities in construction, and I quickly found myself gravitating towards the discipline of estimating. I remember stumbling upon the American Society of Professional Estimators during a random Google search. I had never heard of ASPE, or the CPE certification, but once I explored the website and read what they were about, I was hooked. I quickly found a local construction management company that supported the society and what they stood for and got a job as a full time cost estimator, performing takeoffs and estimates for nearly all structural and architectural trades.

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

**BR:** Currently I work for myself, though I am always open to working for a company if there is a promise of new challenges and opportunities.

**CY:** When did you become a Certified Professional Estimator and why do you think becoming a CPE is so important for our industry?

**BR:** I believe it was November of 2009. Every now and again somebody will ask me, "what does CPE stand for anyway?" This initial question will often lead into a discussion about ASPE, what its mission is, and what it means to be a CPE. Being a CPE brings awareness to the estimating discipline, which I think in and of itself is a great thing. Of course, the CPE certification also provides a standard that those in and outside of the construction industry can look to when considering cost estimating services.

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

**BR:** I enjoy estimating projects that take me out of my comfort zone. Often these projects require me to do a lot of research and reaching out to specialty contractors. Not too long ago I was a part of a pier redevelopment cost estimate. It was like nothing I had ever done, so I made it a point to make contact with experts in the field. Reaching out eventually lead to a site visit to a similar project being constructed at the Port of Long Beach, and I met some great people and learned a lot.

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

**BR:** When not estimating I enjoy spending time with my family.

## OFFICERS

**President** – Mike Mills, CPE – Jacobs Engineering, 714.503.3534, michael.mills@jacobs.com

**Past President** – Wil Beukman, MRICS, LEED®AP – Faithful+Gould, 562.314.4194, williem.beukman@fgould.com

**1st Vice President** – Tom Smithson – RCR Mechanical, 951.371.5000, tom.smithson@rcrcompanies.com

**2nd Vice President** – Greg Clayton, CPE, PE, LEED® AP – Contracting Engineers Inc, 949.548.2010, greg@4cei.com

**3rd Vice President** – Gary Casper, CPE – Casper Estimating Services, 949.206.1065, casperces@sbcglobal.net

**Secretary** – Greg Clayton, PE, LEED® AP – Contracting Engineers Inc, 949.548.2010, greg@4cei.com

**Treasurer** – Brandon Rosenthal, CPE – The Rosenthal Company, 951.733.9252, therosenthalcompany@mail.com

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

Newsletter – ChiaYen Yuan – chiayen.yuan@fgould.com

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

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 AECOM 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!**

**FOLLOW US TOO! "ASPE3ORANGECTY"**

### TWITTER ACCOUNT

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.

It costs nothing to establish a Twitter account. Just go to [www.twitter.com](#), click on **Sign up now**, and follow the simple instructions so that you too can tweet, or just follow others who do. You won't get a bunch of spam email, only notifications when someone has started following your tweets. If you do not think they are people you want following you, you may block them.

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

### 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, Sept. 8, 2010

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

6:30 p.m. - Program

Location: Jacobs

4 Hutton Centre, Suite 800

Santa Ana, CA 92707



## COST: \$20

*Heavy Snacks & Drinks will be Provided*

RSVP at [www.aspechapter3.org](http://www.aspechapter3.org)

## TOPIC

### **COST IMPLICATIONS FOR HIGH PERFORMANCE INTERIOR & EXTERIOR WALL INSTALLATIONS AND ABUSE RESISTANT INTERIOR PLASTER**

### **PRESENTED BY ANDREW DENNIS OF GIGACRETE AND MARTIN CLARK OF NUDURA CORP.**



Andrew Dennis

GigaCrete



Martin Clark

Nurdura Corp.

#### About the Speakers:

We are fortunate to have two speakers this month. Andrew Dennis from GigaCrete will discuss cost and the varieties of abuse resistant interior plaster. Andrew is the chairman and founder of GigaCrete and he resides in Las Vegas, Nevada. In addition, we have Martin Clark from the Nudura Corporation to discuss cost and the wide varieties of high performance interior and exterior wall systems. Martin is the Commercial Account Representative for Nudura and he resides in Louisville, Kentucky.

# RECAPS, RECAPS...

## JUNE DINNER MEETING RECAP

By: Wil Beukman

Our June dinner meeting turned out to be a packed business meeting. The National scholarship winner, Phillip Strawn, visited us and Paulette Rutlen handed him his scholarship check.

Our guest speaker, James Taylor of Shaw and Sons Concrete, educated us on the issues relating to storm water installations in Southern California.

The final formality was the change-over of the Board. The new Board was installed by Paulette Rutlen in her capacity as National President. We are looking forward to a new fiscal year under the presidency of Mike Mills and his Board.

## GOLF TOURNAMENT RECAP

On August 11, 2010 the biggest ASPE OC chapter 3 golf day in the world was held! We had a record amount of entries and everybody shared in the enjoyment! This, the second annual golf day was hosted at the picturesque Aliso Viejo Country Club.

All participants received a hearty welcome at the registration table where Karina and ChiaYen ensured they were dispatched with their sponsored goody bag and a tasty lunchbox to their starting holes. Anita was the acting "Field Marshall" making sure all proceedings occurred without a hitch. The sponsored beverage cart ascertained that no-body could plead dehydration. At the short par 3 12<sup>th</sup> hole the poor unsuspecting golfers were once again confronted by Karina and ChiaYen to wager on their accuracy.

The day ended with a well deserved dinner and prize giving function. A great finale thanks to Anita, the sponsors, the players and everybody else involved. First prize went to Mike Mills, John San Fellipo and Keith Helgevoid. Runners -up was Dan Leng, Dan Schottlander, Phil Nicolai and Lawrence Browne. Matt Kamper had the longest drive, John San Fellipo was closest to the pin and the female golfer of the year was Angelica de Aucampo.

A huge THANK YOU to our golfers and the SPONSORS:

Performance Contracting Inc; Heinaman Contract Glazing; O'Connor Construction Services; GKK Works; Sunwest Electrical; McCarthy Building Companies

**ASPE Chapter 3  
2nd Annual Golf Tournament  
Wed., Aug. 11, 2010  
Aliso Viejo Country Club**



**Special Thank You to  
The Tournament Sponsors**



## RECAPS, RECAPS...

### ASPE 2010 NATIONAL CONVENTION REFLECTIONS

The week of July 7<sup>th</sup> to the 10<sup>th</sup> the 2010 ASPE National Convention was held in Grapevine Texas. Unlike our local chapter meetings or regional meetings the full breadth and scope of our Society was on display with members and guests from all over our nation in attendance. As a matter of fact an Affiliate Member, Raynor Jamandre, from Manila Philippines was in attendance for the Academy and Convention.

Ethics was a recurring theme throughout the Academy and Convention with a class session entitled The Changing Face of Ethical Bidding Practices lead by Central Plains Governor Dan Frondorf CPE, starting things off Wednesday morning. On Thursday afternoon incoming Southeast Governor Mark Puente moderated a panel discussion, Ethics in Construction: Challenge or Dilemma? that ran long past the allotted time. Who would have thought that we could find so much to talk about from "The Good, The Bad and The Ugly"? But rest assured that no blood was shed. Fittingly, our focus on ethics was addressed by the keynote speaker at Friday's lunch. Mark Reed, Sr. Vice President of Preconstruction for Balfour Beatty spoke about ethics as well. The take away here was "Do the right thing when no one is looking."

The National Estimating Academy classes were held Wednesday and Thursday with a large, but I'm told a smaller crowd from last year. Of the classes I attended the most populated was the "Chief Estimators Roundtable." Proctored by Paul Martin from Sacramento CA the discussions were broad ranging and very insightful with participants from all regions of the country. Because of a commitment I had, I could not stay for the entire session but what I took away from my time was the importance of clear concise communications; nothing can substitute for real time understanding no matter what your lawyer says.

Of the other Academy offerings the session on the ASU Cronkite School of Journalism was of special interest to me because it gave a glimpse of how the coming Integrated Project Delivery systems can be run. Terry Abair of Sundt Corporation served as Senior Project Manager for this project and our guide and gave a compelling case on why clearly communicating what success and failure look like as the team is assembled adds to the overall success of a project. The importance of team members buying into the vision sustains momentum when the rush of the enthusiasm morphs into the labor of the work. This was a first class presentation that I'm sure will be repeated in many forums because of its well presented elements and Terry's first hand insights.

The true worth of attending the convention may be in the personal connections we make at these events; such as being privileged to participate in a conversation with two men as they described their experiences in foster parenting and the subsequent adoption of their two sons. If you wonder why this Society has such deep ingrained ethics search no longer, rather listen to the voices of those around you. And, if you pay attention you can hear the emotion in the timbre of their voice as they praise Fellows that have preceded us in this work and now have preceded us in crossing over to life's next stage. ASPE members are genuine men and women not afraid to bare the love we have for one another and family we have left back home to attend these annual meetings. There is still more evidence of members' strength in the uninhibited behavior of our colleagues to cast off the veil of pride and ride the bull or sing karaoke for the sheer enjoyment of all. This plainly speaks volumes of the rich character of our members. ASPE is a strong organization that oozes with the good stuff of life because the lives of our members are full and rich. The 2010 National Convention did truly "focus on ethics" for me. Let this spirit of high ethical behavior inspire us to greater commitment and enrich our professional and personal lives as we look forward to the business at hand in 2010. Until Nashville in 2011, remember that our dealings should be "fair and equitable to all parties."

1 From ASPE Code of Ethics, Cannon #5

Tim Fradeneck CPE - Houston, TX

### BOARD MEETING HIGHLIGHTS

On Saturday August 21 the Board had their planning meeting for the fiscal year.

The most pertinent issues were:

- The appointment of committee chairs [elsewhere in this newsletter]
- The calendar dates for meetings [elsewhere in this newsletter]
- Venues for meetings [the next dinner meeting will be in Jacobs' boardroom]

### \*\* CORRECTION FOR JUNE NEWSLETTER RECAP \*\*

In our June Newsletter, under Academy Recap article, the Summary of 5 important points, point number 2, please note correction:

"CHANGE ORDERS ARE NOT AN OPPORTUNITY TO MAKE MONEY".



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# RECAPS, RECAPS...

## ASPE NATIONAL CONVENTION RECAP

By: Gary Casper, CPE

The 2010 convention in Dallas, TX was a great success. Even with the bad economy our chapter was represented well with Paulette Rutlen, Wil and Anita Beukman, Ron Svarc, and me. The convention was held in Grapevine, Texas at the Hilton.

On July 7, 2010 the 1<sup>st</sup> day of the convention began with the estimating academy. The 1<sup>st</sup> day also included the exhibit area where various exhibitors e.g. the bluebook, McGraw-Hill, On-Screen takeoff showed off their products. The classes offered during the academy were varied and the topics timely and were professional done.

The next day July 8, included the 2<sup>nd</sup> day of the estimating academy, the welcome general session, and another chance to visit the exhibits. That night a welcome reception was held for the members I missed it because I fell asleep in my room but Wil attended and said I didn't miss that much. A luncheon was also held during the day for members. The food was top notch.

On Friday July 9<sup>th</sup> National put on chapter workshops. It started with a workshop on social networking for chapters. The speaker was excellent and he talked about Facebook, LinkedIn, Twitter, and how these sites could help and promote ASPE to those who are members and also help in attracting new members to our chapter. He also talked about talking video and how to place it on our website to view. Very interesting stuff! After that workshop was completed a workshop on the responsibilities of being a president of the chapter was completed. Next a workshop for the treasurer was presented. And a third workshop on being a board member was also presented by National. The chapter workshops presented ideas for the board members to better understand their responsibilities and to make the chapter better.

That night the national awards and officers were presented in a formal dinner setting. The food was great and the company even better. It is sad to see Paulette leave as president but we were excited for the new president and his board. And as Paulette said she is not going away and will still be active in the national scene. Our chapter won an award for Superior Chapter and it was great to see Wil and all board members receive acknowledgement for all their hard work (especially Wil and Anita).

On Saturday morning the southwestern caucus was held which Wil, Anita, and I attended. The meeting was conducted by our Governor and he asked each chapter president to report on how their chapters are doing. Wil did a great job and compared to other chapters we are doing well. Some of the chapters are struggling with membership drops and are struggling financially.

In the afternoon the National Council Business Session was held at 1:00 in the afternoon. One to two delegates was chosen to represent each chapter. Wil and I represented Chapter 3. The National Board each gave reports for their various responsibilities. We voted on a few items that were presented to the voting body and finished by 3:30. (Which I understand is a record since some of the past sessions have lasted past 5:00).

On Saturday Night was the President's Party held in a barn (very nice barn) where a Texas Barbeque (can you say tasty) was served. The night was capped off with dancing and karaoke. I found out that we have some great singers and not so great singers but it was fun and very entertaining. Even Anita sang after Wil coaxed her. It was great to just relax and let our hair down. The national web site has pictures of the events and I would encourage all to view them.

## ASPE CHAPTER 3 NATIONAL AWARDS FOR 2009-2010

By Anita Beukman

At the July Convention in Texas our OC Chapter 3 made a sturdy showing in the National awards race. We were 1 of 4 chapters to receive a "Superior Chapter" award. Only Denver Chapter was awarded "Superior Chapter with Distinction" which means that we are one of the top 5 chapters nationwide! Our entries for "Best Newsletter" and "Best Website" were trumped by San Diego chapter.

For the "Best Chapter Program" our entry was the dinner meeting held in January presented by Heinaman Glazing. This meeting was selected not only because of the good feedback we received but it also met a lot of the prescribed criteria requirements, especially in the "attendance" category. Last but not the least we also competed in the "National Chapter President of the Year" category and our President, Wil Beukman, lost out to the Denver Chapter's lady President. Wil, we are proud of you and well done! This was the first year we entered for these awards and our showing was excellent. With what we learnt we are definitely the Chapter to beat next year

A big thank you from the Board of Directors and Members to the individuals who compiled all the submission on the awards. It was an enormous amount of work, but great job well done.



# 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](mailto:artq@phoenix-planning.com) or call me at my office at (949) 581-9370.

# ASPE ORANGE COUNTY CHAPTER 3

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## BECOME A MEMBER

Applications for membership can be downloaded from the national website, [www.aspenational.org](http://www.aspenational.org), or on our local website, [www.aspechapter3.org](http://www.aspechapter3.org). For more information, contact Gary Casper at [casperces@sbcglobal.net](mailto: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](mailto: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](mailto: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!**