



The Addenda News

The Quarterly Publication of the American Society of Professional Estimators, Chapter 6, Phoenix, AZ

September 2008

MISSION STATEMENT

The American Society of Professional Estimators Serves Construction Estimators by Providing Education, Fellowship and Opportunity for Professional Development.

“In the Beginning. . . there was an Estimate.”

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President’s Message— Arthur Gudith, Wespac Construction

We had a great National Convention. Four days of education, awareness, camaraderie, great food and fun. The weather cooperated, the food was superb, the vendors had great products to offer, the conventioners were marvelous and the things to do were abundant. Revised Society Bylaws were drafted. You can view these on the national website under “Members Only.” The society is in good financial health after the hard work of SBO and the board of trustees. All and all, a great time was had by all. Hope to see some of you next year in St. Louis.



The upcoming joint September 9th dinner meeting with ASA (American Subcontractors Association) is sure to be a big success. We are featuring Harry Paxton who is the Director of Economic Development with the City of Goodyear. You ought to get some great information out of this meeting. At our last joint meeting with ASA we had around 126 attendees, and we look forward to another great turnout.

Don’t forget that our golf tournament is scheduled for September 19, 2008. This fundraiser is the major contributor to the Dave Clifton Memorial Endowment Fund. Contact Ken Stohlmann for further information (see page 2).

The **Southwest Regional meeting is October 10th in Sacramento**. Any one wanting to attend can contact me for further information. **(See ASPE Regional Meeting Notice on page 10; registration on page 11.)**

You will find a list of all of the board members on our web site (www.aspechapter6.org). If you need information, have an idea, want to volunteer or heard a speaker you might think the membership would like, we would like to hear from you; so please contact me or anyone on the board. We are here to represent you and we want to hear from you.

Please mark your calendars for the second Tuesday of each month for our dinner meetings.

~ Arthur

Chapter 6 President 2008-2009



FORE! - Got your Attention? Now Look Inside for Fun . . .

Information and Registration Details for 19th Annual Dave Clifton Memorial Golf Tournament, page 2

19TH ANNUAL DAVE CLIFTON MEMORIAL GOLF TOURNAMENT



THE ORANGE TREE GOLF RESORT

10601 North 56th Street
Scottsdale, Arizona 85254

DATE: FRIDAY SEPTEMBER 19, 2008

FEE: \$130.00 PER GOLFER
REGISTRATION 6:30AM
SHOTGUN START 7:30AM

INCLUDES DRINK TICKETS, RANGE BALLS & LUNCH

TEE SPONSORSHIP \$125.00 **GREEN SPONSORSHIP \$125.00**

**SUPPORT THE EDUCATION FUND FOR ASU AND OTHER CONSTRUCTION PROGRAMS
PRIZES, GIFT CERTIFICATES, RAFFLES AND LUNCH
SPONSORS WILL BE RECOGNIZED AT THE TOURNAMENT**

PACKAGE DEAL: FOURSOME & GREEN SPONSORSHIP—\$ 600.00

PLEASE MAIL REGISTRATION FORM AND FEE TO:
A.S.P.E. CHAPTER 6
P.O. Box 16202



ANY QUESTIONS, PLEASE CALL:
MR. KEN STOHLMANN
(602)722-0447

Name: _____ Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Golfer #1: _____ Tee Sponsorship: _____

Golfer #2: _____ Green Sponsorship: _____

Golfer #3: _____ Package Deal: _____

Golfers @ \$130.00 Each: _____

Golfer #4: _____ Total Amount Enclosed: _____

Singles are Welcome

American Society of Professional Estimators—Phoenix Chapter 6 (a 503 (c) (3) Non-Profit Corporation)

Overhead and Under Foot, Armstrong Products Team With Innovative Architecture at Beijing Olympics



The 2008 Olympic Games in Beijing, China, took place in some of the most extraordinary sporting venues ever built. Armstrong flooring and ceiling products are getting in the games, too, playing important design and performance positions in 11 Olympic venues, including the Bird's Nest – the innovative main arena – and the aquatic center, nicknamed the Water Cube. In all, 1.5 million square feet of Armstrong products cover floors and ceilings of the Olympic buildings. That's equivalent to 112 Olympic-size swimming pools.

The Bird's Nest and the Water Cube

Two of the most notable buildings – the Bird's Nest and the Water Cube – are getting media attention because of their original design. The landmark National Stadium, dubbed the Bird's Nest, is the main arena for the Games. It represents the traditional Chinese relationship with nature combined with the contemporary spirit of this year's Olympics. Inside the Bird's Nest, 100,000 spectators will witness the Games' opening and closing ceremonies, track and field competitions and soccer matches, and walk on Armstrong flooring.

Designers considered many flooring materials for the Bird's Nest main lobby. Linoleum excelled in both fire and environmental performance. Armstrong Marmorette linoleum won the job because of our reputation for quality and service excellence. Due to very tight timelines, it took outstanding global teamwork to meet the project's delivery requirements.

The futuristic National Aquatics Center, called the Water Cube, looks as if it is covered in semi-transparent, blue bubbles. The \$150 million, 538,000 square foot structure, called "one of the most significant sports venues in the world" by Zheng Fang, a key architect for the building, features three Armstrong products.



Other Notable Olympic Venues with Armstrong Product

The Basketball Gymnasium was built with environmental conservation in mind. Armstrong Marmorette linoleum, made from renewable raw materials, fit the bill. Three of the unusual-looking building's seven levels are built underground for thermal efficiency. Low-energy LED lights and a rainwater recycling system were installed to conserve energy and water.



The Qingdao Olympic Sailing Center, the National Convention Center and the Beijing Olympic Broadcast Center have installed thousands of square feet of Armstrong building products as well, including ANF and Classic Lite ceilings and Peakform grid. These HumiGuard-protected products perform well in areas with high humidity.

With a product portfolio to meet a broad range of performance, sustainability and design criteria, Armstrong is proud that our products were selected to support these innovative venues at the Beijing Olympics.

Contributed by Alan Skinner, SIS-Corporation, as provided by Armstrong Commercial Ceilings Walls, USA & Canada

ASU
ARIZONA STATE UNIVERSITY

June 13, 2008

Mr. Arthur Gudith, President
ASPE, Chapter 6
P.O. Box 16202
Phoenix, AZ 85011-6202

Dear Arthur,

Many thanks for the \$10,000 check, from ASPE Chapter Six, for the ASPE/David Clifton Memorial Endowment Scholarship. We greatly appreciate the ASPE's continued dedication to the Del E. Webb School of Construction and its students.

Furthermore, please find enclosed the photograph from this year's Honors Convocation of the 2008-2009 ASPE scholarship recipient, Bradley Shambaugh.

Sincerely,

James Erzen
James Erzen, PhD, PE
Director

Thank you again!

Xc: Megan Pearse
Mike Remedi

Once again this year, Arizona ASPE Chapter 6 is pleased to lend its support to the ongoing educational initiatives of the Del E. Webb School of Construction at Arizona State University.

The Association, and particularly the Board of Directors on behalf of our members, promote education, fellowship and opportunities for professional development to those entering our profession, and look forward to continuing our support of ASU's endeavors in this regard. We proudly share these letters of acknowledgement and thank you all for your continued support of our efforts in this regard.



Arthur Gudith, ASPE Chapter 6 President, presents **Bradley Shambaugh** with this year's ASU Scholarship.

**Thank you for your
investment in ASU.**

July 8, 2008

American Society of Professional Estimators
Attn: Arthur Gudith
Arizona Chapter No. 6
P.O. Box 16202
Phoenix, AZ 85011-6202

Dear Mr. Gudith:

Thank you for your investment in Arizona State University made through the ASU Foundation. This is an exciting time at ASU with so much potential before us. Through your generosity, you create opportunities that impact the lives of our students, our faculty and the communities we serve everyday.

We hold the powerful vision of providing access to education to all qualified students regardless of financial circumstances; of striving for the highest levels of excellence in academics, research and athletics; and of providing a profound impact on our world at the forefront of all that we do. You are a key part of this evolution of ASU into a New American University, and we are proud to be partnered with you.

We offer our heartfelt gratitude for the gift you have made. Together, we will build the social, economic and cultural vitality of ASU and our community. Thank you, again, for your investment in ASU. Your support is truly appreciated.

Sincerely,

Johnnie Ray

Johnnie Ray
President and CEO
ASU Foundation

An Important Partner—Del E. Webb School of Construction

Last June, our chapter donated another \$10,000 to the existing Chapter 6 Scholarship Fund for the Del E. Webb School of Construction. Dr. James Ernzen, Director of the school, attended the June dinner meeting and accepted the check on behalf of the school. **An important piece of ASPE's mission is to provide education.** Our donation is one way to accomplish this mission. Dr. Ernzen has provided an update of the school's recent academic and recruiting accomplishments, as well as revisions of their strategic plan, updates on the capital campaign and school endowment. Please indulge Dr Ernzen's letter below and see what's happening at the Del E. Webb School of Construction.

This past spring semester was a very busy and exciting time for the Del E. Webb School of Construction (DEWSC). The students competed in various academic CM competitions such as ASC in Reno, Nevada, NAHB in Orlando, Florida and online, receiving high marks and recognition from the construction industry.

We are continuing to experience great success with our recruitment program. Last year, our new Student Recruiter, Melissa Luna, brought 52 new freshmen into DEWSC; exceeding the previous largest incoming class by 70%. This year, we are on track to enroll over 60 freshman; more than 30 of those in the top 25% of their high school class. We will also welcome our first ever National Merit Scholar. To keep up with this growth, we invited several potential faculty members to campus this past winter and are currently in the process of extending hiring offers.

This past year, the DEWSC leadership met with industry leaders and revised its strategic plan to reflect changes in industry since 2004, when it was last drafted. These changes include more curricular and research collaborations with other ASU academic units, plus a stronger focus on areas such as BIM, LEED, and Sustainability.

The capital campaign continues to roll forward with over 40 major gifts received this year and a success rate above 70%. Currently, we have raised \$8.5M towards the School's \$10M endowment target and over \$6M towards the building goal of \$10M from the private sector. Both Dr. Crow and Governor Napolitano have the DEWSC building in their requests for state funding as part of an economic stimulus package that is currently moving through the legislative process for FY09. If you or your company desire to participate in the campaign please contact me at (480) 965-9056. As always, we thank you for your continued support.

James J Ernzen PhD, PE, DBLA
Director, Del E. Webb School of Construction

IN MEMORIAM



This is the first issue of our newsletter since the passing of our longstanding and valued member, **Leroy McLaren**. While Leroy passed away in June of this year, we would be remiss if we didn't take this opportunity to recognize his significant contributions and support to this association, and to our profession, our members, and friends.

Leroy spent 36 years of his career in estimating at The Weitz Company; he was promoted to Senior Vice President of Estimating in 2003. Highly esteemed within the industry, Leroy also held leadership positions with professional associations including our local chapter of the American Society of Professional Estimators, and he was a member and Treasurer of the National ASPE Board of Directors.

Leroy is survived by his wife Lois, and three sons, Michael, Greg, and Andy, and their wives and children; Leroy loved his grandchildren!

Leroy was respected for his dedication on the job, to his high standards of integrity and excellence in serving his customers, and his willingness to give others opportunity to grow and succeed in their career paths. We miss him, but he will always be with us in fond memory.

Building Blocks — Our Professional Development

This Quarter: **CUSTOMER SERVICE -** *a Business Differentiator*

Commit to quality service. Everyone in the company needs to be devoted to creating a positive experience for the customer. Always try to go above and beyond customer expectations.

Know your products. Convey an articulate and in-depth knowledge of products and services to win customer trust and confidence. Know your company's products, services, and return policies inside and out. Try to anticipate the types of questions that customers will ask. Update and amend your FAQ page frequently.

Know your customers. Try to learn everything you can about your customers in order to tailor your service approach to their needs and buying habits. Talk to customers about their experience with your company, and listen to their complaints. In this way, you can get to the root of customer dissatisfaction.

Treat people with courtesy and respect. Remember that every time you, your employees, and your colleagues make contact with a customer, the interaction leaves an impression with that customer. Use conciliatory phrases — "Sorry to keep you waiting," "Thanks for your order," "You're welcome," and "It's been a pleasure helping you" — to demonstrate not only your commitment to customer satisfaction but your dedication to courtesy.

Never argue with a customer. You know very well that the customer isn't always right. However, it is important that you do not focus on the missteps of a particular situation; instead, concentrate on how to fix it. Research shows that 7 out of 10 customers will do business with a company again if that business resolves a complaint in their favor.

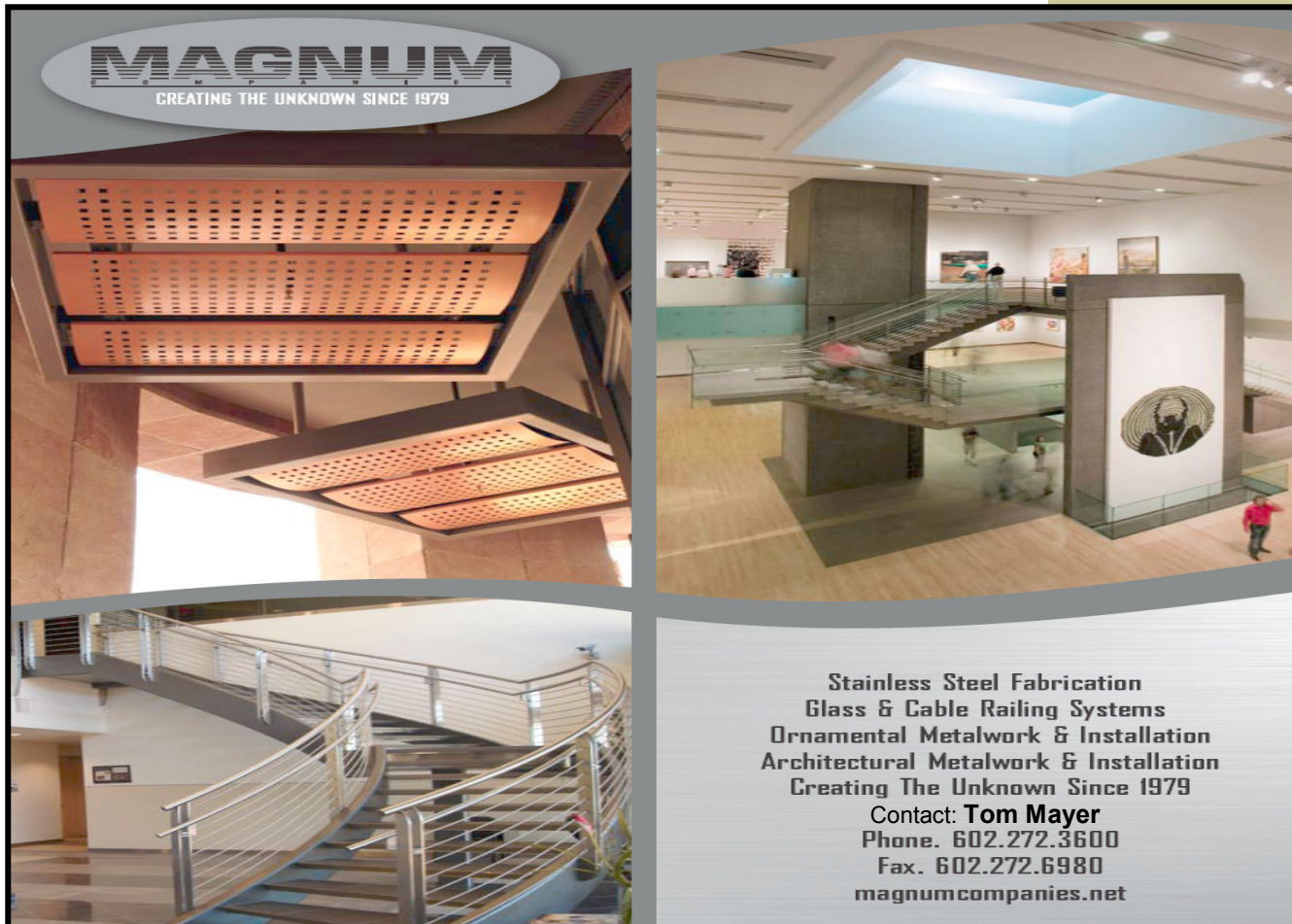
Don't leave customers in limbo. Repairs, callbacks, and emails need to be handled with a sense of urgency. Customers want immediate resolution, and if you can give it to them, you will probably win their repeat business. Research shows that the instance of repeat business goes up to 95 percent when complaints are resolved on the spot.

Always provide what you promise. Fail to do this and you'll lose both credibility and customers. If you guarantee a quote within 24 hours, get the quote out in a day or less. If and when you neglect to make good on your promise, apologize to the customer and offer some type of compensation, such as a discount or free delivery. Overall, only make promises you are confident that you and your business can keep.

Assume that your customers tell the truth. Even though it may appear that customers lie to manipulate a situation to their advantage, it is to your advantage to give them the benefit of the doubt. The majority of customers don't like to complain; in fact, they'll go out of their way — perhaps all the way to a competitor — to avoid it. If you hear unhappy rumblings from your customers, take their complaints to heart and do your best to appease their dissatisfaction.

Focus on making customers — not on sales. Salespeople, especially those who get paid on commission, sometimes focus on the volume instead of on the quality of the sale. Remember, to keep a customer's business is more important than to close a sale. **It costs six times more to attract a new customer than it does to keep an existing one.** Moreover, happy customers are the best and most effective way to find new customers.





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Driving While Distracted—Cell Phone Usage While Driving

Studies conducted by the University of Utah show that motorists talking on cell phones are five times more likely to cause an accident than those who do not talk on cell phones while driving. A related study found that the risk of driving while using a phone, personal digital assistant (PDA), or walkie-talkie is as hazardous as driving with a 0.08 Blood Alcohol Level, the legal limit of intoxication in most states.

Why should you care?

Under the legal doctrine of “respondent superior,” Latin for “let the master answer,” companies can be brought into lawsuits due to acts committed by their employees. This doctrine states that the employer is liable if the employee is acting within the scope of employment. In recent years, heightened litigation naming cell phone use as the cause of automobile accidents has cost companies millions of dollars. Following an auto accident, it is now a common practice to subpoena cell phone records, since talking while driving is an easily traceable act.

Driving distractions have been around forever. Why worry now?

The increased popularity of cell phones, PDAs, and walkie-talkies raises the need to educate drivers. Devices are becoming multifunctional, causing longer periods of distraction, as many phones are more interactive than in the past. Drivers are able to talk, send e-mail, surf the Internet, and download files while operating motor vehicles. Laws in several major cities ban the use of handheld devices, but permit hands-free cell phones. Studies from the Harvard School of Public Health indicate that hands-free devices do not appear to be any safer for drivers. Rather than limited dexterity, the main factor in cell phone-related auto accidents is limited driver attention. One study found that driver attention decreased by 37% when drivers were using hands-free devices while behind the wheel.

While using the phone, drivers:
Are 18% slower to react to brake lights
Take 17% longer to regain speed after braking
Have a 12% greater following distance than other cars

Take Action to Change the World

Reduce your Carbon Footprint

Residential energy use: 4.0 tons/person. According to the U.S. Environmental Protection Agency's latest inventory of national greenhouse gas emissions, CO2 emissions from residential energy use averaged 4.0 tons CO2 per person in 2005, assuming a U.S. population of 300 million Americans.

Personal vehicle use: 3.8 tons/person. Also according to the EPA inventory, personal vehicle use accounted for 3.8 tons CO2 per person, assuming a U.S. population of 300 million Americans.

Personal flying: 1.64 tons/person. The Bureau of Transportation Statistics provides information on jet fuel consumed in 2005

Total personal CO2 emissions: 9.44 tons/person.

Calculating Your Carbon Footprint

Plug in your own stats and see the report it generates, including recommendations on actions you could take to lower your CO2 footprint. <http://green.yahoo.com/calculator/>

Reducing Your Carbon

Footprint

Cut down your commute
Go solar

Green your business
Take shorter showers

Seal off windows and doors

Buy secondhand

Avoid concrete

Refill your printer cartridges

Buy energy appliances

Avoid fast food

Use the public library

Read labels and buy local

Use public transportation

Plant a tree



You have an Enlarged Carbon Footprint! I would recommend that you stop breathing for at least two hours every day.

“ANOTHER QUALITY INSTALLATION”



SKINNER INTERIOR SYSTEMS, INC.

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CHAPTER 6
PHOENIX, AZ
THE AMERICAN
SOCIETY OF
PROFESSIONAL
ESTIMATORS

We're on the Web!
www.aspechapter6.org

2008 Board of Directors

President—Arthur Gudith

1st VP— Tom Mayer

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Director—Ken Stohlmann

Director—Dennis Karber

Director—Ron York

Director—Alan Skinner

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Treasurer—Andrew Needham

Secretary—Lisa Locascio

Website/Newsletter—Rich Wahl

**For contact information, see
our website.**



Joining ASPE is Easy—How to Become a Member

Despite all the talk about estimators' tendencies to be introverts, we still also tend to be joiners – **when the organization is right!** Whether your reasoning is for education, networking, or just plain resume value, we are stronger collectively than we are alone. Professional memberships help us grow professionally and personally, and they enable us to make important connections that help us advance our estimating careers. Arizona Chapter 6 and the American Society of Professional Estimators encourage you to join if you are not already a member, continue to renew your membership (if you are a member) or to recommend ASPE to a peer, co-worker or friend.

Joining is easy. Feel free to contact any member of our Board of Directors (contact information on the website www.aspechapter6.org); or log on to the site and complete an application form. **JOIN TODAY and start benefiting from your membership tomorrow!** Contact Membership Chairperson **Alan Skinner** at alan@sis-corporation.com or fax 602-943-8564 or phone 602-997-0000.

HAVE YOU CHANGED YOUR ADDRESS? Don't lose out on any association information; help us keep up-to-date on your whereabouts. If your contact info has changed, please email current data to Alan Skinner.

Advertising is even Easier! How to Submit an Ad

Our advertising has changed; now you can get your ads on our website, as well as our newsletter. These rates include posting on the Chapter 6 web-site www.aspechapter6.org.

| | 3 issues | |
|------------------|----------------|--------------------|
| | <u>Members</u> | <u>Non-Members</u> |
| Business Card Ad | \$ 75.00 | \$ 90.00 |
| 1/4 Page | \$120.00 | \$144.00 |
| 1/2 Page | \$180.00 | \$216.00 |
| Full Page | \$300.00 | \$360.00 |

Format for all ads must be compatible with Microsoft Publisher and all ad copy must be received by the 20th of the month. For additional questions, contact Rich Wahl at rich.wahl@weitz.com. We appreciate your participation.

Editor's Comments

Thanks to our advertisers, and to the following individuals who contributed to this issue:

Arthur Gudith

Ken Stohlmann

Alan Skinner

Scott Eaton

For editorial comments, or to contribute to the next issue (due on newsstands December 15), please contact me at rich.wahl@weitz.com.

Enjoy!

**Rich Wahl, Website/Newsletter Committee Chair
The Weitz Company**



Northwest/Southwest ASPE REGIONAL MEETING

October 10 & 11

Meeting Schedule

October 10

5:00pm - 7:00pm
Welcome Reception at the host hotel

October 11

7:30 am - 8:00 am
Registration

8:00am-3:30pm
Northwest/Southwest Regional Meeting

12:00pm-1:00pm
Lunch Included

4:00pm
Departure
Napa Wine Train Excursion
www.winetrain.com

ASPE Sacramento Chapter is proud to host the 2008 Northwest/Southwest Regional Meeting.

Join us October 10th and 11th at the Residence Inn in Sacramento for networking and information sessions.

In attendance will be members from 20 different chapters from as far north as Seattle, and as far east as Houston. Don't miss this opportunity to meet and learn from other ASPE chapters.

Enjoy some of the Napa Valley's world famous wines and dinner in magnificently restored vintage rail cars carrying you in the luxury of a bygone era.

HOTEL INFORMATION

ASPE Group Rates available at the Residence Inn in Sacramento, CA
916-649-1300

Room Rates:
\$99/night plus taxes/fees

Room rate include hot breakfast.

Make your reservations prior to October 1st for special rate and room guarantee availability



- ALBUQUERQUE
- ARIZONA
- DALLAS/FT. WORTH
- DENVER
- GOLDEN GATE
- HOUSTON
- INLAND EMPIRE
- LAS VEGAS
- LOS ANGELES
- OLD PUEBLO
- ORANGE COUNTY
- PORTLAND
- PUGET SOUND
- RENO
- RIO GRANDE
- SACRAMENTO
- SALT LAKE CITY
- SAN ANTONIO
- SAN DIEGO
- SANTA CLARA VALLEY

RSVP FOR THE 2008 REGIONAL MEETING

RSVP for the meeting by September 26 to: kkuivenhoven@tcco.com

Hotel reservations must be made no later than October 1st

Send Payments to: ASPE Chapter 11, C/O Bill Potter, 4540 Duckhorn Drive, Suite 300, Sacramento, CA 95834

Cost for Regional Meeting - \$75



Registration Form

ASPE Northwest/Southwest Regional Meeting October 10-11, 2008 Sacramento, CA

Attendee Information (please print or type)

| | |
|---------------|--|
| Name | |
| Company | |
| ASPE Chapter | |
| Telephone No. | |
| E-Mail | |

Registration Options

REGIONAL MEETING

_____ Yes – I will be attending the 2008 Regional Meeting in Sacramento, CA.
Enclosed is my check for \$75 payable to ASPE Chapter 11
(Fee includes Welcome Reception, Saturday Lunch, and Wine Excursion)

WINE EXCURSION

_____ Yes – I will be attending the Wine Excursion.
Departure at 4pm. Anticipated return to hotel 10:30-11:30pm.

RSVP:

Please RSVP to Bill Potter at bill.potter@vanir.com by September 26, 2008.

Please make checks payable to:

ASPE Chapter 11

Please fill out and mail this form along with your payment to:

ASPE Chapter 11
c/o Bill Potter
4540 Duckhorn Dr. Suite 300
Sacramento, CA 95834

RESERVATIONS AND PAYMENT DUE BY OCTOBER 1, 2008