



The Construction Specifications Institute

CSI KNOXVILLE CHAPTER MEETING
TUESDAY, MAY 12TH

MARKETING DURING UNCERTAINTY

Presented By: **Jeremy LaDuke**, Founder of Epic Nine Marketing

Phone: (865) 273-0153 info@epicnine.com



JEREMY LADUKE



MARKETING WORKSHOPS

CSI Knoxville Virtual Meeting!

During this time of quarantine, we would like to offer our members and non-members the opportunity to earn their much needed credits.

Topic: "Marketing During Uncertainty" Presented by
 Jeremy LaDuke, Founder of Epic Nine

Join Zoom Meeting

<https://us02web.zoom.us/j/84210745919?pwd=MWWhydmNJUFNEVW5EWmhodGh0NIBxZz09>

[W5EWmhodGh0NIBxZz09](https://us02web.zoom.us/j/84210745919?pwd=MWWhydmNJUFNEVW5EWmhodGh0NIBxZz09)

Meeting ID: 842 1074 5919

Password: 233836

ORGANIZED SEPTEMBER 1958 - CHARTERED MAY 1959

THE KNOXVILLE CHAPTER MEETS ON THE SECOND TUESDAY OF EVERY MONTH. GUESTS ARE WELCOME!



**CSI KNOXVILLE IS A
MEMBER OF THE CSI
GULF STATES REGION**

THE SPECK Editor

Stacy Flick Colbaugh - Editor
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THE SPECK is published monthly by the Knoxville Chapter of the Construction Specifications Institute. Readers are encouraged to submit articles and images of the construction industry interest for our membership. All submittals should be sent via e-mail in a typical file format, such as .pdf, .docx, or .jpg. Please verify the accuracy of the information such as correct dates, spelling, and grammar. Deadlines are the 25th of each month.



KNOXVILLE CHAPTER: MAY 2020

51 PROFESSIONAL
1 EMERGING PROFESSIONAL
2 STUDENT
2 EMERITUS
2 RETIRED
58 TOTAL



CALENDAR OF EVENTS

MAY 2020

05 **CSI Board Meeting** - Tuesday, May 5th
Meeting from 12:00 pm - 1:00 pm
Location: ZOOM MEETING

12 **CSI Chapter Meeting** - Tuesday, May 12th
11:30 am CSI Knoxville Virtual Meeting!

Topic: "Marketing During Uncertainty" Presented by Jeremy LaDuke, Founder of Epic Nine

Date: May 12, 2020

Time: 11:30 AM EST - 1:00 PM EST

Join Zoom Meeting

<https://us02web.zoom.us/j/84210745919?pwd=MWhYdmNJUFNEVW5EWmhodGh0NIBxZz09>

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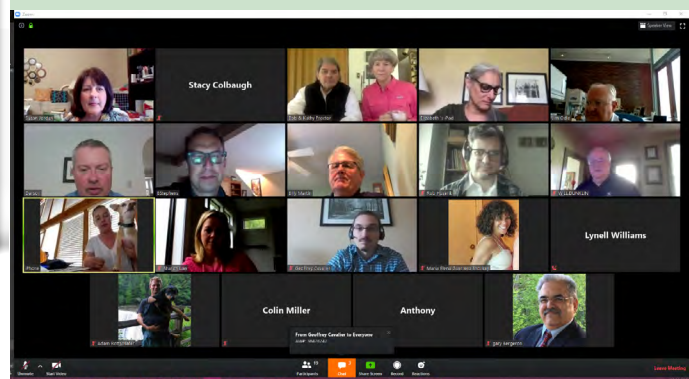
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THE PRESIDENT'S MESSAGE

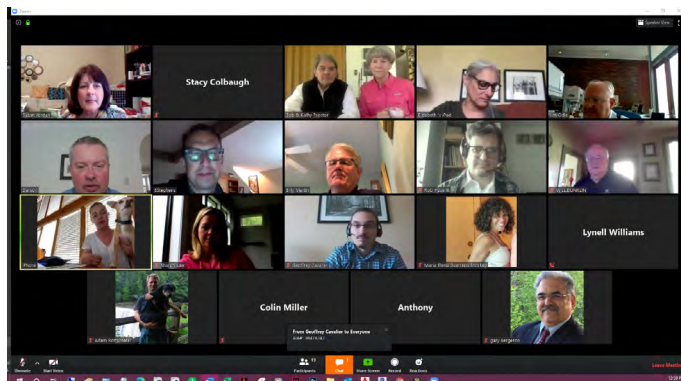
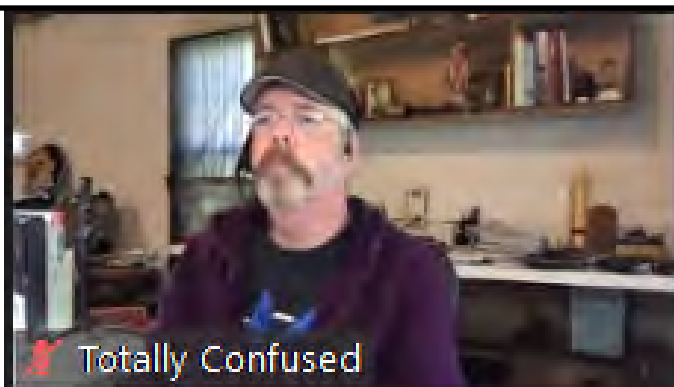
CSI VIRTUAL MEETING

Mr. Geoffrey Cavalier, CSI,
Assoc. AIA, NCARB
CSI Knoxville Chapter President
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April's monthly meeting occurred over Zoom video. It was surprisingly normal, with an opportunity to socialize for a half hour before the presentation began. It provided not only opportunities to catch up and socialize, but to do so with members who normally would not have been able to attend. Our presenter was one of our own, Darson Buckner from DuPont Tyvek. He presented "Heat, Air, & Moisture Management in Commercial Building Enclosures". It was an excellent presentation and the audience had the opportunity to ask questions and get them swiftly answered through the video call and the chat. I was impressed with the entire event and I look forward to the next one in May.

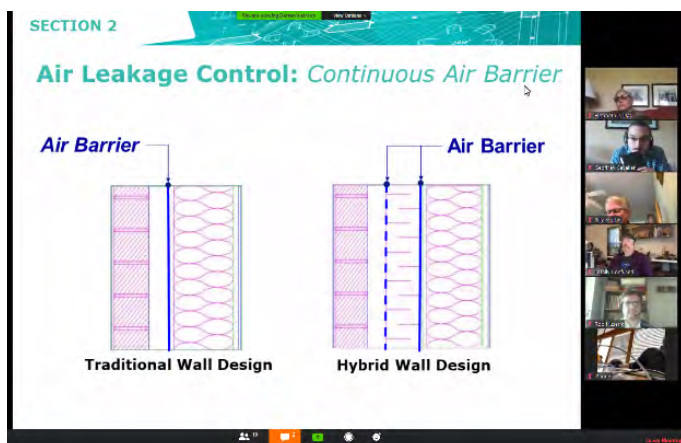
We recently had our first ever Virtual Pub Crawl. We all got on the same video call. Everyone provided their own drinks. Many of us switched our background to a



bar. We talked, caught up, introduced ourselves because there were many new faces, and overall had a great time. It is a challenge to be social during this pandemic so I am grateful to the CSI members who thought of doing this, set it up, and attended the event. We intend on doing more of these, and if you unfortunately missed out on the last one, then look out for an announcement for the next one.

Thank you to all the CSI members who are continuing to volunteer their time for this organization during this pandemic and quarantine. We so far have been able to continue operations and maintain this organization despite the circumstances. I expect that we will continue to improve on these conditions. CSI will be here for all of us during this time and of course after this period ends!

Mr. Geoffrey Cavalier, CSI, Assoc.
AIA, NCARB
CSI Knoxville Chapter President
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PRESENTATION SUMMARY

Marketing During Uncertainty

Jeremy LaDuke, Founder of Epic Nine Marketing

At the beginning of March 2020, business was normal. Even if we expected something like our current COVID-19 situation to happen at that time, there was still little time to prepare for it.

The overarching zeitgeist of the new normal is uncertainty. We cannot predict what next week or next month will hold for our businesses, and it makes it hard to plan. That doesn't mean, however, that it is impossible for businesses to survive.

Every business is different and even businesses in the same industry will have different but equally valid responses to this crisis. So, this webinar is less about nuts and bolts tips and tricks and more about overarching principles that hopefully you can take and apply to your situation. It will require a little creativity. Creativity is a super power right now, and if you can find a creative solution to the predicament you are in, then you will learn a new skill that you can utilize next time uncertainty hits...and it will.

Whatever your goals and plan are, it is important to realize that while the economy slows down it is likely that you will get less return on your ad spend than you normally would. However, there is also a chance that other businesses, both big and small, will be spending less on ads, consequently freeing up more ad inventory causing prices to drop. Whatever your budget is, you will want to keep an eye on the ROI of your ads. As long as the numbers justify it, keep spending. If the return doesn't justify the cost, though, then it's probably time to start pulling back or shifting tactics.

For More Information:

<https://epicnine.com/marketing-in-uncertainty/>

Principles That Will Be Considered During Webinar:

- Marketing Before Corona Was Uncertain
- Marketing in the New Normal
- How to Find Your Target Audience Now
- Here are some things that you should consider when thinking about your target audience:
 - Reassess Your S.W.O.T. and Realign Your Goals
 - Viable Marketing Tactics and Strategies During Quarantine
- Plan Your Comeback



JEREMY LADUKE

OWNER, CREATIVE DIRECTOR, LEAD DEVELOPER

Jeremy started Epic Nine to help great businesses grow. He has designed and developed websites for nearly 20 years and loves to work in video and immerse himself in the creative process. Jeremy has also worked with local and national campaigns to get sites to page 1 in Google and is passionate about producing measurable results for Epic Nine clients.

Our success is directly tied to the success of our clients. We pride ourselves on helping local businesses grow. Epic Nine was founded in 2014 in Maryville, TN by Jeremy LaDuke as a one-person marketing operation and has since grown to be a 5-person team of creative and analytical experts, in both Maryville and the Tri-Cities, who are passionate about results. While each member of the E9 team has his or her area of expertise, we also place a high priority on being generalists and knowing enough about each area of marketing so that we can more effectively create comprehensive marketing solutions that fit the needs and budgets of small and medium-sized businesses. We are also invested in our communities through DIY workshops, United Way givebacks, Impact Partnerships, and involvement in our local chambers of commerce.



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CSI EDUCATION

RISKS AND REWARDS: CONTRACTUAL RELATIONSHIPS AND THE CONSTRUCTION PROJECT

By Ms. Susan Davis, RA, CSI, CDT, PMP
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At CONSTRUCT 2019, Brian Schoolman of Safran Law Offices gave a learning session on contractual relationships. Given some of the questions asked by some pretty seasoned folks, it really highlighted the importance of the CDT to me. I would highly encourage all members of our industry to work toward this certification. Especially as we are now hearing clients and employers requesting it more and more!

The first AIA contract was from the 1880s. It was very simple with a lot of blanks to fill in. The documents have evolved over time - mostly as litigation has shown a need. However, the Contract Documents include more than just the contract. Those documents have evolved as well but not always without conflict.

The contract will, of course, be dependent on the delivery method for the project. The options for delivery method are increasing as they define the relationship between the owner, designer, and general contractor (GC) or construction manager (CM).

A sophisticated owner may want a multi-prime. The owner has a direct contract to each of the trades as well as the GC. It's an older method that has fallen out of favor now as it puts the owner in between communication by the subs and the GC.

CM at Risk has evolved from the multi-prime contract. The owner has a single contract to the CM. In CM contracts, the GC is expected to have a dialogue with the designer. This reduces change orders. But the CM is also expected to represent the owner's interests during construction.

Design Build means the owner contracts with one entity for both design and construction. This requires an advanced understanding of programming by the owner.

Pay attention to warranty language. If you include warranty language in a design build contract, you may inadvertently warrant the design or void your liability insurance.

Public Private Partnerships are used when a public owner contracts to a private developer. The developer can then use whichever method they choose for project delivery. These projects can be funded by user fees, developer funds, taxes, or a mix.

Integrated Project Delivery (IPD) means all parties are contractually linked with the others. This method is intended to improve the end quality of the project but can be expensive. IPD requires a lot of work up front to define the roles of the parties. ConsensusDOCS has a matrix that outlines each activity and the responsible party. This balances the risk of BIM models as well.

To decide what method to use, some factors are:

Budget - what is the best value

Design - how much control does the owner want

Timing - which method will control the possibility for delays or allow for fast-tracking

Experience - is the team capable of handling a complex project

Brian included copies of many of the Consensus Docs templates for attendees to consider. Consider all the factors when deciding which project delivery method and contracts to use but always be evaluating risk!

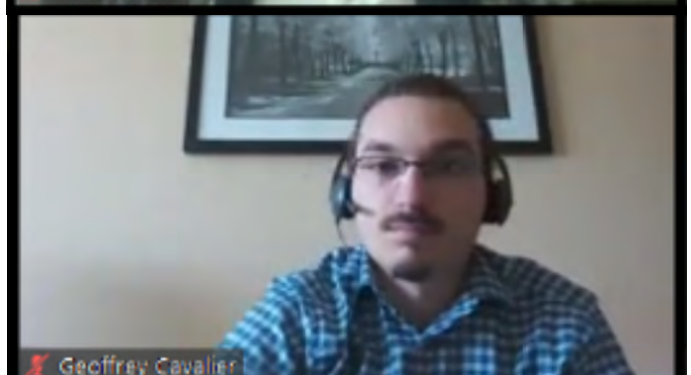
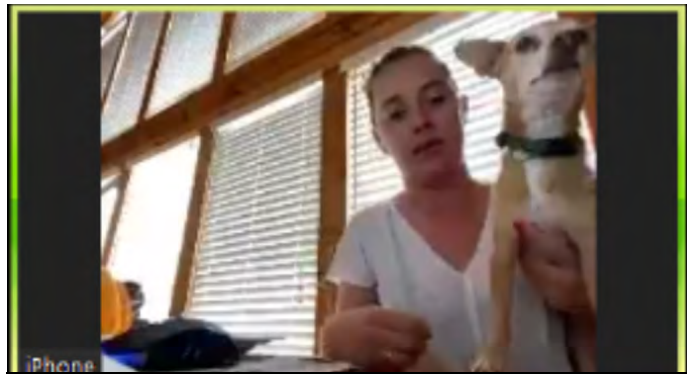
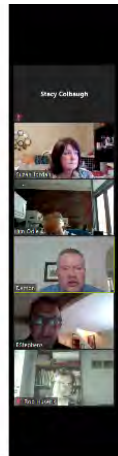
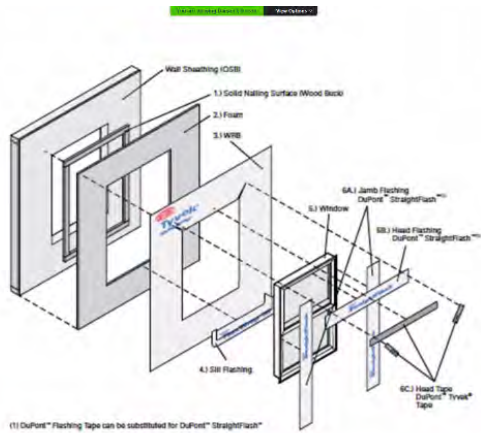
Ms. Susan Davis, RA, CSI, CDT, PMP
CSI Knoxville Chair: Bylaws and Operating Guide



HINDSIGHT

PHOTOS FROM APRIL CHAPTER MEETING CSI VIRTUAL MEETING!

Photos By Ms. Stacy Colbaugh, CSI, CDT, AIA



WHAT I LEARNED FROM CSI... ***FIRES IN HISTORY***

MR GARY T. BERGERON, CSI
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Most of us spend 90% of our time inside buildings every day, but how many of us consider the better building codes today that resulted from some of the most catastrophic fires in history. Some of the more notable fires are the Iroquois Theatre fire in 1903, Triangle Shirtwaist fire in 1911, Coconut Nightclub fire in 1942, Raul Center fire in 1972, and the MGM fire in 1980. Some of these fires resulted in significant loss of life, but the lessons learned resulted in better building codes.

The Iroquois theatre fire in Chicago was in a brand-new theatre with 1,602 seats which burned during the inaugural show which cost 602 lives, mostly women and children. A stage light sparked a flame on a muslin curtain on stage. The fireproof curtain at the proscenium snagged and wasn't completely lowered to separate the burning stage from the audience. Escaping actors exiting out the rear stage door induced a fireball into the escaping audience. The audience exit doors opened inward where 27 of 30 exit doors were covered by curtains with unfamiliar British bascule style locks on exit doors.



<http://www.strikefirstusa.com/2016/07/trial-fire-5-fires-ultimately-improved-world/>

Iroquois Theatre fire

The stage smoke vents nailed shut and trapped heat and smoke inside the building. Because of the problems identified in the fire's aftermath, today's building codes require clearly marked exits and signage, panic (crash) exit bars on outward opening doors, fusible link operated fire curtains along with proscenium fire sprinklers, and automatic fusible link spring loaded stage roof vents to remove heat and smoke.



<http://www.strikefirstusa.com/2016/07/trial-fire-5-fires-ultimately-improved-world/>

Triangle Shirtwaist fire

The Triangle Shirtwaist factory fire in New York city occurred at the end of a workday on a Saturday in 1911. 146 people died in this fire which started in a scrap bin under the fabric cutter's table on the 8th floor. 62 people leapt to their death from the 9th floor instead of burning to death. The owner of the factory had locked exit doors to prevent employees from "robbing him blind". The single exterior fire escape was a poorly attached iron structure that collapsed and spilled 20 victims 100 feet to the street below. The fire truck ladders only reached to the 7th floor and the fallen bodies and falling victims made it difficult to get close to the building. As a result of this fire, factory exit doors are required to be unlocked during working hours and clearly defined exit paths are indicated on the factory floors.

The Coconut Nightclub fire in Boston was the deadliest nightclub fire in US history in 1942. The fire burned for only 12 minutes inside the nightclub. The fire started from a match which ignited some palm frond decorations. More than 1,000 people jammed the club which was intended for only 460 people. The fire killed 492 people and injured another 200 people, largely because of the lack of accessible exit doors. The revolving door at the main entrance jammed almost immediately, causing up to 200 of the deaths that night. Today's building codes now require clearly stated occupancy number signs, limited combustibile wall treatments, fire retardant treated decorations, and regular entrance doors alongside revolving doors which also fold against themselves in an emergency.

The 17 story Rault Center fire in New Orleans in 1972 was the result of arson. The fire engulfed the top three floors which also included a beauty salon on the 15th

floor. The fire department water hoses and truck ladders could not reach the top floors. Five women who were trapped in the beauty salon elected to jump instead of burning to death. One of the women actually survived while the others died instantly. Eight men who managed to reach the roof were rescued by helicopters who made three trips to ferry the men to the adjacent city hall roof. Building codes now require high rise buildings to be equipped with fire sprinkler systems, exit stairs, and whole building fire alarm systems.

The MGM Grand Hotel and Casino in Las Vegas burned in 1980. A total of 85 people were killed and 650 injured. Some hotel guests died in their sleep. 61 deaths were on the upper floors of the hotel (19th - 24th floors), mostly in the stairwells with all doors except on the roof and ground floor were locked and where the smoke was concentrated. A total of 75 people died from smoke inhalation. This fire led to the general publicizing of the

(Fires... Continued on Page 9)



fact that during a building fire, smoke inhalation is a more serious threat than flame. Smoke detectors are now required in all hotel rooms and elevators along with exit maps in all hotel rooms.

It is important to note the latest editions of the International Building Codes are the “minimum standard of care” and do not protect building occupants from every possible emergency. If you want to discuss these and other design and construction issues, come to the next CSI meeting to discuss them further.

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https://en.wikipedia.org/wiki/MGM_Grand_fire

MGM Grand Fire



<https://i.pinimg.com/474x/18/39/9c/18399c5bdc44a0c36b73adf067c9b2eb.jpg>

Raul Center fire

CSI MEMBER SUPPORT PROGRAM

As the economic realities caused by COVID-19 are unfolding, CSI is creating ways to support members at your time and place of need. Beginning today, CSI is launching a Member Support Program to offer a three-month dues deferment to individual members who are experiencing financial hardship.

To apply for the Member Support Program, you must be:

- An active member of CSI with an expiration date on or after March 31st, 2020
- Undergoing financial hardship due to the economic crisis

A member who wishes to apply must contact CSI to begin the process. Email memberservices@csinet.org or call 1-800-689-2900

Please note: Chapters can opt-out of participating in this program. If a Chapter does not participate, a member will be responsible for 3-months' worth of their Chapter(s) dues before the deferment begins.

Looking forward, CSI continues to evaluate how to support its members during this unprecedented time. If changes or extensions to the program are made, CSI will communicate with members as soon as possible.

[Click here](#) for an FAQ with more program details.

CSI GULF STATES REGION LEADERS – 2019-2020

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Membership has its benefits

Your CSI member benefits include generous discounts on CSI standards and formats such as *MasterFormat 2016 Update*, as well as discounts on numerous resources to assist you in the preparation of specifications, as well as other construction documents.

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Go to www.csiknoxville.org

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