



# CSI KNOXVILLE CHAPTER MEETING TUESDAY, OCTOBER 11TH *PERSONAL BRANDING IN THE DESIGN WORLD*

Presented By: Brent Williams, Chief Fusion Evangelist, Archteva, LLC  
[brent@archteva.com](mailto:brent@archteva.com)

**AIA  
1LU**



## CSI Knoxville October Chapter Meeting

Tuesday, October 11th, Time: 11:30 AM EST - 1:00 PM (EST)

Brent Williams, Chief Fusion Evangelist, Archteva, LLC

In-Person Meeting Location:

Associated General Contractors (AGC)

Address:

[3306 Ragsdale Ave NW, Knoxville, TN 37909](#)

RSVP: Boxed Lunch Provided

[RSVP: Click here to RSVP for In-Person Meeting](#)

The Knoxville Chapter meets on the second Tuesday of every month. Guests are Welcome!

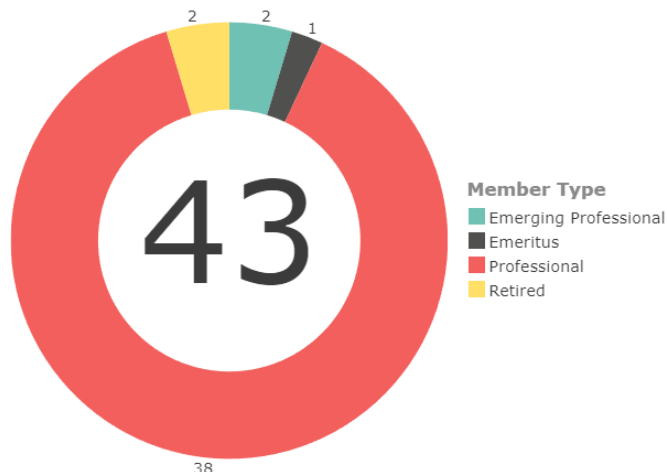


**CSI KNOXVILLE IS A  
MEMBER OF THE CSI  
GULF STATES REGION**

## 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.



## CALENDAR OF EVENTS

### OCTOBER 2022

- 04** **CSI Board Meeting** - Tuesday, October 4th  
Meeting from 12:00 pm - 1:00 pm (EST)  
**MBI Companies Inc.**  
[299 N Weisgarber Rd., Knoxville, TN 37919](#)
- 11** **CSI Chapter Meeting** - Tuesday, October 11th  
**Time: 11:30 AM EST - 1:00 PM (EST)**  
**Presented By**  
**Brent Williams, Chief Fusion Evangelist, Archteva, LLC**
- In-Person Meeting Location:**  
Associated General Contractors (AGC)  
Address:  
[3306 Ragsdale Ave NW, Knoxville, TN 37909](#)
- RSVP: Boxed Lunch Provided**  
[RSVP: Click here to RSVP for In-Person Meeting](#)
- 21** **CSI Annual Golf Tournament** Friday October 21st, at Egwani Farms. Go to our website for easy access to registration and sponsorship:  
<https://www.csiknoxville.org>
- 27** **CSI Knoxville's Decompression Hour**  
Thursday, October 27th, every 4th Thursday  
- see you after 5:00 p.m. at Abridged Beer Company! [100 Lockett Rd, Knoxville, TN 37919](#)

### NOVEMBER 2022

- 01** **CSI Board Meeting** - Tuesday, November 1st  
Meeting from 12:00 pm - 1:00 pm (EST)  
**MBI Companies Inc.**  
[299 N Weisgarber Rd., Knoxville, TN 37919](#)
- 08** **CSI Chapter Meeting** - Tuesday, November 8th  
**Time: 11:30 AM EST - 1:00 PM (EST)**  
Meghan Joseph, Cornell Cookson, "Coiling/Sectional Doors" at Associated General Contractors (AGC) Address: [3306 Ragsdale Ave NW, Knoxville, TN 37909](#)

## Anniversaries

### JOINED THIS MONTH

Dwight LeClair	23 years ago
Michelle Barillaro	4 years ago
Jim Odle	2 years ago

## THE PRESIDENT'S MESSAGE

### GREETINGS, CSI KNOXVILLE!

Kathryn E. Fuller, AIA, NCARB, CSI CDT  
CSI Knoxville Chapter President  
[kathrynf@mbicompanies.com](mailto:kathrynf@mbicompanies.com)



**You are all cordially invited to our next lunch n learn on Tuesday, October 11th at Noon! This month's program will feature Brent Williams. His topic will be "Personal Branding in the Design World." See you at AGC of Tennessee on Ragsdale Ave. next Tuesday for this awesome presentation.**

**CSI Knoxville's Decompression Hour is every 4th Thursday – see you after 5:00 p.m. at Abridged Brewery!**

**Several members will attend CSI's National Conference next week. Knoxville Chapter will have a new Fellow, Gary Bergeron; Stacy Colbaugh will receive the Communications Award; and Knoxville Chapter will receive the Outstanding Chapter Commendation Award. We have a lot to celebrate!**

**October 21<sup>st</sup> is our annual golf tournament at Egwani Farms. If you haven't signed up, yet, do it now – player slots are almost full, but we still need valued sponsors!**

**Go to our website for easy access to registration and sponsorship: <https://www.csiknoxville.org>**

**Stay tuned for upcoming announcements, and come join us!**

*Kathryn E. Fuller, AIA, NCARB, CSI CDT*  
*CSI Knoxville Chapter President*  
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## CSI HIGHLIGHTS

Summary from Tuesday, September 6th Board Meeting

The board met via Zoom online conferencing to discuss the following CSI events:

- Planning for the October Golf Tournament at Egwani Farms is underway and we are seeking sponsors and volunteers!
- Who's going to Denver, CO? We are planning the trip to CSI National Conference in Denver, CO in October 12th - 14th, 2022!



**October 21, 2022**

### 19th Annual CSI Golf Tournament

It's time to come out and play golf and network with friends. Win cash prizes, eat, drink, and let's have fun!

## CSI NEWS

### CSI Knoxville Chapter Implements New Meal Policy

Due to rising costs, the CSI Knoxville Chapter will be implementing a new meal program in January 2023. Please watch The Speck and [www.CSIknoxville.org](http://www.CSIknoxville.org) for more detailed information.

Meal costs starting January 2023:

- Members - \$10 with RSVP \$15 without RSVP
  - A discounted annual meal pass will be on sale in January (\$70/yr)
- Guests – FREE for first time guests. \$20 for returning guests



## OCTOBER 2022 PRESENTATION

### PERSONAL BRANDING IN THE DESIGN WORLD

Presented By:

Brent Williams, Chief Fusion Evangelist, Archteva, LLC  
[brent@archteva.com](mailto:brent@archteva.com)

#### Biography:

Today's educator is  
 Brent Williams, CSI,  
 CDT

Brent Williams is an serial entrepreneur who has built multiple companies within the construction marketplace. Nationally known as an speaker and educator on digital connectivity, Brent's expertise targets the Social Media environment, the permission-based marketplace, connectivity within the design field and building personal brand identities and is currently the Director of Design for DesignFilm.com, an authorized distributor for 3M Architectural Finishes.



Brent began his involvement in CSI in 2004, quickly rising to leadership as President of the Knoxville Chapter in 2006-2007 and then moving on to service at the Region and Institute levels. During his service at the National level, Brent began teaching about deploying Social Media for the design community in 2008. The pinnacle of his CSI experience was the founding of CSINext, the Institute's Virtual Chapter.

In addition to his business and CSI efforts, Brent is a lifelong, passionate cyclist who co-founded the Professional Bicycle Mechanics Association and enjoys

racing his reproduction 1880's era Penny Farthing Bicycle.

Based in Knoxville, Tennessee, Brent is married to Dr. Jeanne Williams and is father to five and grandfather to 3 rambunctious grandsons.

#### Synopsis:

Personal Branding in the Design Environment:  
 Transforming your reputation into the digital environment.

In today's ever accelerating digital environment, knowing how both your personal and business reputations translate onto the social platforms is more critical than ever.

Almost every professional in the design and construction fields are chronically underpaid. You're worth more, but you need to let the world know why, and that's been difficult...until now.

This seminar will teach you what a Personal Brand is, how to define your personal brand, how building a personal brand will increase your value to your employer and how moving your reputation into the digital is going to be critical as the economy continues to move increasingly into the digital domain.

#### Key Learning Points:

You will learn what is a Personal Brand and why is it important to your future.  
 You'll be able to differentiate the professional perception between a logo and a brand.  
 You will learn how to develop your personal brand and effectively connect to your potential market.  
 You will learn how your Personal Brand can leverage both your career and firm's relationship with their clients in the emerging connected marketplace.

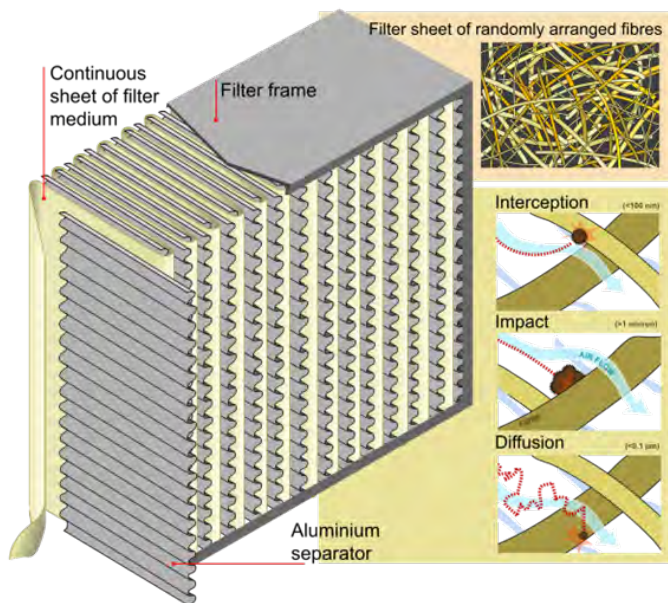


## WHAT I LEARNED FROM CSI...

### COVID 19 MEASURES FOR BUILDING HVAC SYSTEMS AND VENTILATION



Many of us are getting weary of the Covid 19 quarantine and are venturing out in public in a limited way. If you have seen the recent media reports on Covid measures for building HVAC systems and ventilation, some of the recommendations are to increase the fresh outside air in the space and/or to replace the standard HVAC air filters with High Efficiency Particulate Air (HEPA) rated filters. These recommendations are constantly changing as more is learned about the airborne virus transmission in the pandemic. There are some issues with some of these recommendations which are discussed below.



HEPA filter diagram

[https://en.wikipedia.org/wiki/HEPA#/media/File:HEPA\\_Filter\\_diagram\\_en.svg](https://en.wikipedia.org/wiki/HEPA#/media/File:HEPA_Filter_diagram_en.svg)

Increasing the fresh outside air is the “dilution is the answer to pollution” reasoning. Most public buildings do not have operable windows. When operable windows are part of the building, opening a window is possible, but this measure only works well if the HVAC system has extra cooling capacity on the summer or heating capacity in the winter. Most HVAC systems do not have much extra capacity. Most geographical areas in the Gulf States Region encounter hot humid summers and wet cold winters. If the fall and spring outdoor conditions are favorable, the good conditions only last for several weeks. If the HVAC system is designed with outside air capability, most outside air capacity is a maximum of 25% of the total capacity. Some recommendations are to “flush” the building with outside fresh air which is not always practical depending upon the building location and season.

Replacing the HVAC system standard air filters with HEPA filters is not always possible. Hospital operating room, emergency room, and isolation room HVAC systems are usually equipped with HEPA filters. HEPA filters are very thick, 6” to 12”, compared to 1” or 2” filters in a typical HVAC system. The filter rack in a normal HVAC system is not designed to accommodate the HEPA filters. A standard Minimum Efficiency Reporting Value (MERV) 8 air filter also introduces much less air resistance to the HVAC system than a HEPA filter. A typical MERV 8 air filter is like sipping Coke versus a HEPA filter is similar to sipping a chocolate shake through a straw. The HEPA filter will cause a normal HVAC blower to work much harder and overheat the motor from the increased air resistance. Portable HEPA filtration units are an option, but they can be noisy and distracting because of the airflow



Standard 2" thick MERV 8 air filter

<https://www.zoro.com/zoro-std-cap-pleated-filter-24x24x2-merv8-g7470876/i/G7470876/>

exiting the unit. If you want to learn more about the latest building design and construction techniques, come to the next local CSI chapter meeting to learn more.

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## The Story of Three Contractors

Three general contractors were visiting a tourist attraction on the same day. One was from Florida, one was from Texas, and one was from New York.

At the end of the tour, the guard asked them what they did for a living. When they all replied that they were contractors, the guard said, "Hey, we need one of the rear fences redone. Why don't you guys take a look at it and give me a bid?"

So, to the back fence they all went.

First was the Florida contractor. He took out his tape measure and pencil, did some measuring, and said, "Well, I figure the job will run about \$900: \$400 for materials, \$400 for my crew, and \$100 profit for me."

Next was the Texas contractor. He also took out his tape measure and pencil, did some quick figuring, and said, "Looks like I can do this job for \$700: \$300 for materials, \$300 for my crew, and \$100 profit for me."

Without so much as moving, the New York contractor said, "\$2,700."

Incredulous, the guard looked at him and said, "You didn't even measure like the other guys! How did you come up with such a high figure?"

"Easy," he said "\$1,000 for me, \$1,000 for you, and we hire the guy from Texas."

Kathy Proctor  
[Ksp53@me.com](mailto:Ksp53@me.com)  
 865-599-7783





October 21, 2022

## 19th Annual CSI Golf Tournament

It's time to come out and play golf and network with friends. Win cash prizes, eat, drink, and let's have fun!

At CSI Knoxville Chapter, we are committed to promoting education in construction related fields. Proceeds from this event benefit the University of Tennessee, College of Architecture and Design, the CSI Scholarship and other local construction and design educational programs.

Date: October 21, 2022  
Time: 1:00 PM Tee Time  
Lunch: Served at 11:30 AM  
Egwani Farms Golf Course  
3920 S Singleton Station Rd  
Rockford, TN 37853

### Contact

Wes Crow, CSI  
wcrow@johnsongalyon.com  
Phone: (865) 770-0727

### Cost

Individual \$120.00  
4 person team \$450.00

Please make check or money order payable to CSI. Mail payment & entry form back to: CSI Golf Tournament c/o Wes Crow Johnson & Galyon Construction 1130 Atlantic Avenue, Knoxville, TN 37917  
Credit Card payment accepted or you can register and pay on line  
<https://csiknoxville.org/>

## ENTRY FORM: (Entry Deadline: 10/17/2022)

Team/Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone Number: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Team Captains: \_\_\_\_\_ #Teams: \_\_\_\_\_ x \$450 = \_\_\_\_\_  
Players: \_\_\_\_\_ # Players: \_\_\_\_\_ x \$120 = \_\_\_\_\_  
TOTAL = \_\_\_\_\_

## EVENT SPONSOR FORM: (Entry Deadline: 10/17/2022)

☐ **Cart Sponsor:** \$400.00  
*Sign at the registration table and on drink cart*  
☐ **Long Drive Sponsor:** \$200.00  
*Sign at the tee box*  
☐ **Tee/Hole Sponsor:** \$150.00  
*Sign at a tee box*  
☐ **Closest to the Hole Sponsor:** \$200.00  
*Sign at a tee box*

Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone Number: \_\_\_\_\_ E-mail: \_\_\_\_\_

## NEW MEMBER SPOTLIGHT

### COLLIN RUMMAGE

Meet Collin Rummage, the incoming president of the CSI Student Affiliate. Collin is currently in his 3<sup>rd</sup> year of the undergraduate architecture program at UT. He comes to Knoxville from Spring Hill, TN and joined the CSI student affiliate in 2021.



As student affiliate president, Collin presented his plan for the student group for the upcoming year to the CSI board at their meeting in September which was well thought out and well presented! He hopes to supplement the students' architectural education with field trips and product presentations, which the local chapter can facilitate.

He has not yet had the opportunity to work in the design or construction industry, but he would be a welcome asset

to a local firm. His project management skills are quite evident. After graduation he hopes to work a bit in the local industry and then get involved in an international firm. He will use these experiences when he later opens his own firm.

At UT he also participates in leadership positions in the AIAS and the Peer Mentorship Program. He has been motivated through the CSI Lunch & Learns and appreciated the interested topics that the chapter brought to the students last year.

Collin is excited about his opportunity to lead the CSI student group and said, "I have big plans to help spread the word of CSI, and plan activities and events for the members of the student chapter."

Please reach out and introduce yourself at the next chapter meeting.



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**2023**



# East Tennessee Building Products Show

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March 21, 2023  
4:00 - 7:00PM

Foundry on the Fair Site  
747 Worlds Fair Park Dr.  
Knoxville, TN 37902

**Special Event**

Fire Marshal Panel Discussion  
2:00 - 4:00PM

Free Heavy Hors d'Oeuvres will be served.

Everyone in the Design and  
Construction Industry is invited  
to this free event.

# CSI GULF STATES REGION LEADERS – 2022-2023

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