

## The Use of Social Networking for Construction

**DATE:** Tuesday, January 18, 2011  
**TIME:** 5:30 PM—Social Hour and  
Check-in of Attendees  
6:15 PM—Dinner Buffet opens  
7:00 PM—Program begins

**PROGRAM:**

### The Use of Social Networking for Construction

**PRESENTER:**

**James Benham**  
*President*  
JBKNOWLEDGE

**IN-HOUSE TALK:**

**Ed Wenz**  
*Senior Estimator & IT Manager*  
RENO CONTRACTING, INC.

**Topic:** “SmartBidNet Overview ...  
Keeping Invitation to Bid Programs  
Simple & Easy to Use”

**LOCATION:**

**The Butcher Shop Steakhouse**  
5255 Kearny Villa Road, San Diego

**COST:** \$35<sup>00</sup> per person

*Cancellations must be received by NOON on Friday,  
January 14<sup>th</sup> or no shows will be billed accordingly.*

[Click here for Dinner Mtg Reservation Policy](#)

**RSVP:** Mike Moyers at 858.737.7316  
or [michael.moyers@bestinteriors.net](mailto:michael.moyers@bestinteriors.net)

## January Program Notes: The Use of Social Networking for Construction

Let me be the first one to admit that I personally don't have a “Twitter” account, have not succumbed to the necessity of creating a “Facebook” page, or felt the irrepresible urge to enter the world of “My Space.” However, I did acknowledge the value of the keeping in communication with several ASPE colleagues through “LinkedIn.” That avenue of exchanging contacts and information continues to grow as more members and other construction professionals become part of this particular means of social networking. Other similar sites exist out in the cyber world, but I have chosen to limit my exposure to “LinkedIn.”

Each month as I research the Internet for tidbits to include in my program articles, I become more educated about those subjects in particular, and the construction process in general. January 2011 represents no exception to that

*(continued on pg 3)*

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**N**ew Years greetings, fellow ASPE members!

Hoping all of you had a great holiday season with family and friends, and wishing you all a successful New Year! I for one was able to spend some quality time with my 2 grandchildren, in addition to having a new son-in-law as recently as January 3<sup>rd</sup>! I have been blessed with a good family and a good employer as well. As we start out this new year and as difficult as things can sometimes appear to be, it's vital that we recognize all that we have that will allow us to make it through these tough economic times.



Ed Wenz, E



*Alan Nevin, Director of Economic Research for MarketPointe Realty Advisors, discusses the upcoming 2011 construction outlook for San Diego and its related areas during the annual ASPE/CSI December breakfast meeting held at the Admiral Baker Clubhouse*

This past month's joint ASPE / CSI annual breakfast meeting we were joined by none other than Alan Nevin, the Director of Economic Research for MarketPointe Realty Advisors. As a traditional speaker for this special meeting, Alan has brought us the good and the bad news regarding our local and state economy for many years. With his explanations for what we experienced this past year, he effectively demonstrates how it will shape the upcoming year and what areas we can expect to see more growth in than others and why. His understanding and explanation of the "Why" is why our members look forward to his return each year.

Several times each year, ASPE Chapters from the Southwest and Northwest Regions hold regional meetings where representation from each of the chapters have an opportunity to hear from other chapters about their successes and challenges. This coming February, our own Chapter 4 will be hosting this event as many members traveling from across the country join us. This is an excellent opportunity for our Chapter members to participate in the events that take place starting Friday morning, February 25<sup>th</sup>, with two two-hour educational sessions, and in the afternoon, we will be conducting the 11<sup>th</sup> Hour Bid Simulation exercise. A great opportunity for our members to compete in teams with others in a mock hard bid that will include many of the hectic issues that come with it. The regional meeting for chapter business will be held on Saturday the 26<sup>th</sup>, and all members are welcome and encouraged to join us.

speaking to us about "Social Media." What's all the buzz about Facebook, LinkedIn, Twitter and the plethora of web-based social information? James goes through it all and it's important that all companies are aware of how their competitors and fellow employees are using it to communicate. I heard James speak on this topic at our last National Convention, and I urge all members to attend this fact-filled program. James will demonstrate how he effectively runs his own successful company by what he preaches. See Frank Young's program article [beginning on page 1](#).

Please register early as we expect a full crowd for this program where we will also provide our first buffet dinner selection at the Butcher Shop.

**Ed Wenz, E**  
Reno Contracting, Inc.  
President  
ASPE San Diego Chapter 4

fact, mainly because of my limited expertise in matters related to social networking. For example, did you know that the University of San Francisco offers an online certificate program entitled “Go Social in 2011.” Webinars for our industry seem to be targeting this emerging phenomenon in order to incorporate this technology into a company’s marketing strategy. Hopefully some of the thoughts shared in this commentary will serve to enlighten the reader about this “new wave” in business communication.

Karen A. Davis, Founder and President of Building Industry Resources ([www.buildingsource.net](http://www.buildingsource.net)) and managing partner of KARMIS, LLC, has written articles on “Maximizing Social Networking for the Building Industry” where she defines social networking as a “productive method for meeting colleagues in your field or across the many professions of the building industry.” It also provides additional media opportunities for meeting and sharing ideas within our complex AEC organizations and our tendencies to keep business practices “close to the vest.” We are just beginning to appreciate the benefits for keeping in contact with clients and informing them of current projects and work assignments. She offers a step-by-step method to take full advantage of social networking in building relationships:

- **Draw up your plan.**
  - We need a blueprint to follow.
  - Decide what image you want to project and who your target audience is.
- **What will I say?**
  - Introduce yourself, sharing business as well as discreet personal information.
  - Build your profile for each selected site by making it intriguing, including some ideas about how you can impact potential clients by making life easier and solving problems.
  - Don’t forget to add a picture to help develop that personal connection.
- **Make your presence known to potential business partners and clients.**
  - Introduce yourself to people in the room or those attending the webinar.
  - Participate in the discussions or start your own conversations – when you mention something people want to hear, they will pay attention to your contributions; share your expertise and your experiences to help direct people to the right answer or possible course of action.
  - Practice the art of listening, actively.
  - Don’t be bashful about asking questions.
- **Use your online connections to schedule offline meetings.**
  - Maintain a calendar of upcoming building industry events and network online with those people who may attend those conferences, workshops or tradeshow.
- **Get a grip and manage your time wisely.**
  - Plan your networking time – it’s easy to be drawn into the “web” and have it consume an inappropriate amount of time from your daily schedule.

Obvious benefits include giving present and potential customers different ways to learn about what you and your company have to offer by sharing information, advice or useful ideas and articles sent by other professionals. Remember that reaping those benefits associated with social networking will take time – “Rome wasn’t made in a day.” This new technology should be approached from a position of complimenting existing Websites and email campaigns in communicating with others.

On the other side of the ledger, there are some disturbing statistics regarding the abuse of social media by employees and its impact on productivity and reputations. As “Facebook” active users continue to increase exponentially, individuals can express their own opinions on a variety of subjects, often unabated, unsupervised, unedited and uncensored by the employers. One survey conducted at the end of 2009 shows that social networking accounted for 11% of the total time spent online; another report believes that social networking services will replace email as the primary vehicle for interpersonal communication by 20% of business users. 90% of all employees admit to logging into their Facebook account during work hours, and 25% spend more than one hour on those networks during the time that should be devoted to company duties and responsibilities. Due to these trends, 55% of companies decided to block social networks at the workplace, 10% indicated that employees have been terminated based upon violations of policies regarding social networks, and finally 75% believe that these sites put their firms and their unique brands at risk.

[\(cont'd on pg 4\)](#)

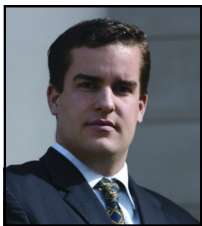
Another 2009 survey by Deloitte LLP illustrates that employer monitoring of employee Internet use is skyrocketing, which mandates the necessity for firms to implement some type of Social Media Networking Policy. An article by Kerry Lavelle for the Associated Equipment Distributors suggests some items to consider in the development of such a policy:

- Monitor employee conduct to prevent reputation damage of the company.
- Monitor cyber defamation.
- Monitor for breaches of restricted covenants and disclosure of confidential information.
- Monitor to prevent improper “friending” or endorsements, and “LinkedIn” recommendations.
- Monitor job applicants’ blogs, social network profiles, and video posts.

She cautions to be mindful of the words that you say, email, text, post, blog, or tweet. Misconstrued statements can often come back and bite both the employee and the employer.

In preparation for his appearance on Tuesday, January 18, 2011, James Benham’s office has provided the following description of his talk for use in promoting this month’s dinner meeting.

*Social networking is more than a buzz phrase or trend for today’s construction professional. It’s now a formula for maximum efficiency and cost savings. This presentation covers how networking tools such as “LinkedIn,” “Twitter,” “Facebook,” and “Flowtown” help the busy contractor build and maintain client and vendor relationships. Learn how broadcasting instant updates, two-way communication and group collaboration are easily achieved with these new technologies – which are fast becoming must-haves for any size project.*



Join us as San Diego Chapter #4 again welcomes **James Benham, President of JBKnowledge**, to help us separate fact from fiction as it pertains to the practice of social networking. We return to the Butcher Shop Steakhouse, located at 5255 Kearny Villa Road, San Diego. The restaurant will be offering a buffet dinner with a choice of menu items certain to whet everyone’s appetite at the same reasonable cost of \$35.00 per person. Registration and social hour begin at 5:30 P.M., the buffet line will open at 6:15 P.M., with the program to follow at 7:00 P.M. This month presents an excellent opportunity to bring a colleague from your own firm or invite a guest from our industry. Contact Mike Moyers at Best Interiors to make your reservation today:

Telephone – (858) 737-7316 Email – [michael.moyers@bestinteriors.net](mailto:michael.moyers@bestinteriors.net)

## Frank E. Young, FCPE

*1<sup>st</sup> Vice President and Program Chair  
ASPE San Diego Chapter 4*

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# SmartBidNet Overview: Keeping Invitation to Bid Programs Simple and Easy to Use

by Ed Wenz, E—Senior Estimator & IT Manager  
Reno Contracting, Inc.



Ed Wenz, E

**M**ost general contractors today use a web-based “Invitation to Bid,” also referred to as ITB’s. Due to the nature of most programs available, they have evolved over time to include features that would help gain them a better market share. As a result, many of them have become inflated with sometimes too many features and variables and have become clunky to use for both generals and subcontractors. Many generals are turning to utilizing their own FTP sites as a result which gives them full control over how much information is needed but, at the same time, they now own the monumental task of managing each project, who has access, user names and passwords, bid documents, addendums notices and the list goes on.

One of the newer companies in the ITB market is SmartBidNet, and they have taken a fresh look at the needs of the entire process for both general and subcontractors alike. As a result and by my humble opinion, they’ve come up with a great ITB program with a very intuitive interface. My experience is if it’s simple, intuitive and easy to use, it will attract more users which is necessary for it to make it in this tough competitive market. The more users there are, especially with subcontractors, the easier it gets for the generals to solicit bids.

James Benham, the founder of SmartBidNet, has been very involved with ASPE on a National level and has listened to the estimators’ needs over the years. This has assisted with the success of their web-based ITB program. Although James will be our guest speaker at our next dinner meeting, he will be focusing on Social Media and not his software. As a general ASPE policy, speakers are not allowed to promote their products directly and, in this case, I have stepped up to offer our members an overview of the product that SmartBidNet has become noted for and allows it to stand out from the crowd of competitors.

I look forward to your joining us at our next meeting for a review of SmartBidNet, followed up by James Benham’s review of Social Media in the Workplace. ■

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## Meet Your Chapter Board Members ...

### Focus on LAURA JEAN PARKER, CPE

#### *Chief Estimator*

#### **Roel Consulting Services**



*Laura Jean Parker, CPE*

**L**aura joined ASPE in 1974, and in 1980 was in the second group of certified estimators to attain their CPE certification. She has been on the Board of Directors since 2005 and has served as our Treasurer since 2006. Born and raised in Chicago, Illinois, Laura moved to San Diego in 1972 after attending college in Illinois. She continued her education at San Diego State University while working in the construction field, literally "in the field." "Working in the field was the most valuable part of my training," she states. She has performed every trade from demolition to fine cabinetry.

Experienced in the commercial construction industry for over 35 years, Laura's primary focus has been in the field of Estimating and Preconstruction Management. She is experienced in every facet of construction, performing such duties as site feasibility studies, preparation of all phases of estimating from conceptual through final bidding, preliminary scheduling, constructability, site staging and logistics, contract oversight, negotiations and analysis, value engineering and design development coordination.

Laura has been fortunate to be the Estimator on some of the most exciting projects built in San Diego, and a few outside of California as well. Her built projects list exceeds over 200, including Corporate Parks, Office Buildings, Research Labs, Medical Facilities, Schools and Universities, Entertainment Venues, Retail, Hotels, Parking Structures, Residential, and Engineering Facilities. Her client list includes a 6-Ton Whale named Shamu, Ripley's Believe It or Not, the San Diego Chargers and the San Diego Padres. Some of the projects she has been lead estimator on include: Petco Park; Qualcomm Stadium Renovation; numerous Sea World projects; many exciting UCSD projects like the Seismic Research Lab and the Engineering & Industrial Arts Buildings; Ripley's Sea Aquarium in Myrtle Beach; over a million square feet of Research & Laboratory Facilities, the Livermore Magnetic Research Lab and Callaway Golf Ball Manufacturing Facility; Park Laurel Condominiums, Qualcomm Bldg. N Auditorium, Aqua Caliente Hotel & Casino in Palm Springs, and Father Joe's Village. She says if her constructed project list exceeds 200, the projects she's estimated is at least 4 to 5 times that, especially during the years when negotiated work was slow and she was competitive bidding two and three projects a week, much like the estimators of today.

For the last three to four years, Laura has worked on the Consulting side of Roel Construction as a Construction Estimating Expert. Laura has been designated in over a hundred cases regarding public improvements, private developments, residential and commercial buildings. Her duties include estimating costs to complete, cost of repair, and cost to replace structures and infrastructures, contract and claim evaluations, forensic audits of contractor billings, change orders and payments on behalf of Owners, Contractors, Financial Institutions and Bonding Companies. She provides estimating and construction management for takeover and completion projects. Other duties include forensic scheduling and constructability studies, collecting data, site documentation, photographing and preparing reports. Laura is a qualified expert and has provided expert testimony at both deposition and trial. She finds her "new career" as an expert very rewarding and interesting. "It's nice to be able to defend someone's rights," whether they be a subcontractor, a contractor, or an owner against an unscrupulous contractor. So far she has been on the winning side of nearly all her cases.

On a personal note, Laura raised two sons, Zac (34) and Travis (32). She is married to a wonderful husband and contractor, Greg Parker, and now has three more children Kimberly (26), Zane (17) and Tori Ann (14), and she has a total of five grandchildren, so far.

Thanks, Laura, for all your fine service to ASPE San Diego Chapter as an active member of the Board.

**Hendrick Degenaar, CPE**  
Gilbane Building Co.  
*Membership Chair*  
*ASPE San Diego Chapter 4*

# Tech Tips for the Estimating Profession

## by Ed Wenz, E – Reno Contracting



Ed Wenz, E

### This Month's Topic: RESOURCES AT YOUR FINGERTIPS

**E**stimators are always looking for information on products, pricing, training, wage rates, applications, etc. to assist with their estimating and bidding process. Typically as we search for this information on the Internet, we will save it and hope to find it the next time we need it.

One of the best practices is to have a specific folder set up in your "Favorites" tab in which to group the newly found resources by CSI division. Within each folder, trade and manufacturer folders could then be set up to further organize the various websites. It's important to rename the website reference, if necessary, so it can be more easily identified

at a future date.

In addition to your own favorite lists, the ASPE Chapter 4 website has already accumulated an extensive list of websites for the use of our members and anyone else who visits our site at <http://www.aspechapter4.org/resources.html>. In addition to a full listing of our newsletter sponsors and advertisers, we have provided scores of sites within each of the following headings:

- Estimating & Takeoff Software
- Estimating Resources/Tools
- Online Plan Rooms & Bidding Resources
- Local Blueprinters
- State Websites
- News Publications
- Cost Indexes / Cost Research
- Education
- Bidding Services
- Building Information Modeling (BIM)
- Trade Associations
- ASPE Websites

We encourage all members to utilize the "Resource" page often and request that all members forward to us any additional sites you feel would be worthy of adding. We want this page to be the sum total of all of our members' input, and we hope to make it a regular source of everyday information.

*Please forward any website addresses requesting to be added to the Resource page and if you have any topics you would like to have addressed or have input on, also forward them to Ed Wenz at [ewenz@renocon.com](mailto:ewenz@renocon.com). ■*

**Bergelectric**  
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Bergelectric, one of the nations largest and most experienced electrical contractors, is currently seeking experienced estimators in their San Diego Office. Available positions include...

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\*Bonuses are not guaranteed, however have been distributed 16 out of the last 17 years.

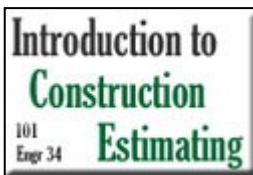
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Contact: Jason Hefley or Mike Hughes at (760) 746-1003 · [jhefley@bergelectric.com](mailto:jhefley@bergelectric.com)

# Winter Session Online Construction Classes

The following article contains information about online construction courses offered at San Diego State University and selected non-profit construction industry organizations. **Classes start January 17, 2011.** Registrations are currently being accepted by all providers.

Registration options for **Winter Semester 2011** classes include:

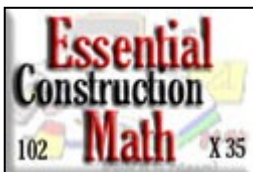
- \* 101 Introduction to Construction Estimating
- \* 102 Essential Construction Math
- \* 103 Construction Blueprint Reading
- \* 105 Estimating and Bidding 1
- \* 107 Construction Materials and Practices
- \* 302 LEED for New Construction: Applying the Guidelines
- \* 305 Building Green Buildings: The Contractor's Perspective
- \* 207S Accident Prevention and Loss Control (STP Unit 7)
- \* 208P Project Management for Construction Supervisors (STP Unit 8)
- \* 209T Productivity Improvement (STP Unit 9)



## 101 INTRODUCTION TO CONSTRUCTION ESTIMATING (online)

Learn the basic principles of construction estimating. Topics to be studied include: organization of the estimate, types of estimates, elements of an estimate, quantity take off techniques, pricing techniques, adjusting the estimate for a variety of variable factors, estimating labor, materials and equipment, and profit and overhead markups. Students will learn about the different types of estimates and how to organize an estimating document. This course will build a foundation of knowledge that the student will use while

estimating virtually any individual trade or project type. [http://www.constructionclasses.com/estcert/101\\_itce.htm](http://www.constructionclasses.com/estcert/101_itce.htm)



## 102 ESSENTIAL CONSTRUCTION MATH

This class is intended to develop mathematical skills that can be applied to the construction trades through practice and application. This course is an introduction to other courses in construction. While this class is not a prerequisite for any other classes, it does provide a foundation for them. [http://www.constructionclasses.com/estcert/102\\_math.htm](http://www.constructionclasses.com/estcert/102_math.htm)



## 103 CONSTRUCTION BLUEPRINT READING (online)

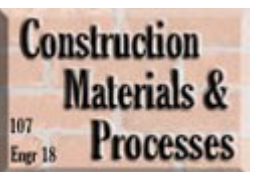
Learn how to read architectural, structural, civil, mechanical and electrical blueprints. Students will practice looking up information and solving common construction problems by reading the blueprints. This course is designed to provide foundational knowledge and practice at reading blueprints.

[http://www.constructionclasses.com/blueprint/blueprint\\_syllabus.htm](http://www.constructionclasses.com/blueprint/blueprint_syllabus.htm)



## 105 ESTIMATING AND BIDDING 1 (online)

This course features hands-on estimating and quantity take-off activities associated with General Conditions, Earthwork, Site Work, Concrete and Masonry. By the end of this class, you should be able to estimate the cost of general conditions, prepare quantity take off of excavation and backfill, prepare a quantity take off of concrete and formwork, use unit prices to price your estimate. <http://www.constructionclasses.com/estcert/eb1.htm>



## 107 CONSTRUCTION MATERIALS AND PRACTICES

Learn about quality control procedures for various materials, material manufacturing processes and the physical limitations of the materials being studied. The regulatory environment under which materials are manufactured and incorporated into new structures will be studied. [http://www.constructionclasses.com/estcert/107\\_mats.htm](http://www.constructionclasses.com/estcert/107_mats.htm)

*(cont'd on pg 9)*

# Winter Session Online Construction Classes

[\(continued from page 8\)](#)



## Applying LEED Guidelines

### 302 LEED FOR NEW CONSTRUCTION: APPLYING THE GUIDELINES

This course will identify and help you to understand the objectives of Sustainable Sites, Water Efficiency, Energy and Atmosphere, Material and Resources, Indoor Environmental Quality, Innovation and Design Process Credits and Prerequisites.

[http://www.constructionclasses.com/300/302\\_LEEDguide.htm](http://www.constructionclasses.com/300/302_LEEDguide.htm)

### 305 BUILDING GREEN BUILDINGS: THE CONTRACTOR'S PERSPECTIVE



## Building Green Buildings

This course will provide construction professionals with information that will help them to effectively bid, contract, build and close out green building projects.

[http://www.constructionclasses.com/300/305\\_greenconst.htm](http://www.constructionclasses.com/300/305_greenconst.htm)

## Construction Supervision Classes



### 207S ACCIDENT PREVENTION AND LOSS CONTROL, STP 7 (online)

This class will focus on managing the construction safety function. Students will learn how to use the project schedule to help prevent losses and the delegation of responsibility for safety, equipment maintenance. Students will also learn how to administer an accident prevention program at the job site level and how to handle a job site inspection by a regulatory agency.

<http://www.constructionclasses.com/css/descriptions/207S.htm>



### 208P PROJECT MANAGEMENT FOR CONSTRUCTION SUPERVISORS, STP 8 (online)

Learn how to apply business management functions to a construction project. Subjects covered will include planning, organizing, staffing, development of the project plan, and planning for production. Other topics will include subcontractor management, purchasing, and components of a good purchase order. Project start up and close out techniques will be covered.

<http://www.constructionclasses.com/css/descriptions/208P.htm>



### 209T CONSTRUCTION PRODUCTIVITY IMPROVEMENT, STP 9 (online)

Students will learn how to calculate and measure worker productivity. We will challenge the work process, learn about personnel management, and practice work improvement analysis. Understanding worker's abilities and the impact of environmental factors will be studied. We will study various models and methods for improving productivity and we will practice applying those methods to construction problems.

<http://www.constructionclasses.com/css/descriptions/209T.htm>

To learn more about online CERTIFICATE PROGRAMS, go to:

[http://www.constructionclasses.com/certificate\\_programs.htm](http://www.constructionclasses.com/certificate_programs.htm)

**QUESTIONS?** Send an email to Bob George at [bob@ConstructionClasses.com](mailto:bob@ConstructionClasses.com) or visit the Frequently Asked Questions page at [http://www.constructionclasses.com/faq\\_potential.htm](http://www.constructionclasses.com/faq_potential.htm). ■

EVERYBODY KNOWS Murphy's Law, Parkinson's Law, the Peter Principle, and their various corollaries because they were discussed on this page [of *Western Construction*] in October 1973. Those who have read a small paperback book called *Murphy's Law and other reasons why things go wrong* by Arthur Bloch know a few more, like Ginsberg's Theorem (1. You can't win. 2. You can't break even. 3. You can't quit.) – Sturgeon's Law (90% of everything is crud.) – Paul's Law (You can't fall off the floor.) – Parker's Law (Beauty is only skin deep, but ugly goes clean to the bone.) – Harris's Lament (The good ones are already taken.) and Parker's Rule of Parliamentary Procedure (A motion to adjourn is always in order.).

The lawmakers, unfortunately, haven't turned their full attention to the construction industry, though many of their insights are applicable. Into the vacuum I now rush with my own formulations. Readers with improvements or further examples are cordially invited to contribute them.

- Byrne's Law of Concreting: When you pour, it rains.
- Falling wrenches never land on the right hardhats.
- Every man has within him the capacity to make a really terrible decision.
- In any electrical system, components and wiring will burn out to protect fuses.
- Assembly instructions are always discarded with the packing crate.
- Things will get worse before they get still worse.
- The chances of running over a jagged rock are directly proportional to the cost of the tire.
- A critical part will not be found until it is replaced.
- Parts and supplies unloaded in error will not fit back in the same truck.
- Wherever a truck is unloaded is the wrong place.
- A woman's work is never done, especially if she is a subcontractor.
- One estimator knows how much a job will cost; two aren't sure.
- Any machine will not be needed again until it has been shipped to another project.
- The Laws of Nature were enacted without construction industry input.
- Methods used on other projects only work on other projects.
- More tunnel supports will be needed.
- It does not rain on water-resistant materials.
- The failure most likely to occur is one that is uninsured.
- More than enough of anything will be insufficient.
- Byrne's Law of Construction Expense: It always costs more to do a job in the field, off the ground, under water, in traffic, as designed, with changes, according to code, quickly, now, later, or ever.
- Just because a job begins does not mean it will end.
- A situation is never hopeless until the contract is signed.
- Fine print in a contract always favors the owner. Corollary: The amount of fine print in a contract increases on signing.
- When an agreement is made in advance to share profits, there will be no profits.
- A better method will be found when it is no longer feasible to change the present method.
- Six of one always turns out not to have been equal to half a dozen of another. ■



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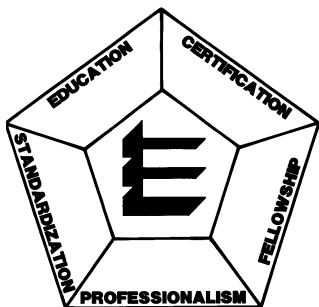
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### **FOR MORE INFORMATION:**

Contact **LAURA PARKER, CPE**

**619.906.2867**

OR [laurap@roel.com](mailto:laurap@roel.com)



## **ASPE MISSION STATEMENT**

The American Society of Professional Estimators serves construction estimators by providing education, fellowship and the opportunity for professional development.

## **ASPE Membership**

An accurate cost estimate is the first of many key components of a successful construction project. Plan interpretation, labor and material costs, scheduling costs, and level of difficulty recognition are a fraction of the skills necessary to become a successful estimator.

Why join the American Society of Professional Estimators? ASPE is the most recognized and credentialed group of construction cost professionals in our nation's construction industry. ASPE provides education, industry information, and fellowship to all levels of our members. It is made up of professionals of several different classifications.

- A- **Estimator**—shall have at least five years' experience as an estimator in one or more of the construction estimating disciplines.
- B- **Constructor**—shall be an active construction professional experienced in one or more of the construction disciplines with at least 5 years' experience.
- C- **Associate Member**—is a Member with less than 5 years of experience as an estimator or an active construction professional. When the Member achieves 5 years of experience, the Member shall be given one of the Member classifications listed above.

One of the ultimate goals of a member in ASPE is to achieve status as a "Certified Professional Estimator," otherwise know as "CPE." CPE status is recognized by Builders, Government Agencies, Developers, and many other Corporate entities as the highest level of qualification as an estimator. Educational training is available to become part of this elite group of professionals.

ASPE San Diego Chapter 4 is perennially recognized as one of the top chapters of the nation's 50 chapters. The local chapter meets on the third Tuesday of each month. This general membership meeting offers education and insight into our industry. Each membership meeting is highlighted by presentations and guest speakers, with information pertinent to our ever-changing industry.

If you would like to become part of this exciting group of professionals, please contact Hennie Degenaar, CPE at [hdegenaar@aol.com](mailto:hdegenaar@aol.com) or 858.717.3198. ■

# ASPE San Diego Chapter 4 CALENDAR OF EVENTS

- ◆ **Tuesday, January 18, 2011—5:30 PM**  
**ASPE San Diego General Membership Dinner Meeting**  
**Program:** The Use of Social Networking for Construction  
**Speaker:** James Benham, President JBKnowledge  
**In-House Talk:** Ed Wenz, Senior Estimator/IT Manager Reno Contracting, Inc.  
**Location:** The Butcher Shop Steakhouse  
 5255 Kearny Villa Road, San Diego
  
- ◆ **Tuesday, January 25, 2011—5:30 PM**  
**ASPE San Diego Board of Directors' Meeting**  
**Location:** Reno Contracting, Inc.  
 1450 Frazee Road, Suite 100
  
- ◆ **Tuesday, February 15, 2011**  
**ASPE/ASA San Diego Chapters' Joint General Membership Dinner Meeting**  
**Program:** Panel Discussion on Government Opportunities  
**Speakers:** Representatives from GSA, NAVFAC, Caltrans, City or County of San Diego  
**In-House Talk:** Dan Sackett, CPE  
 California Comfort Systems  
**Location:** The Butcher Shop Steakhouse  
 5255 Kearny Villa Road, San Diego
  
- ◆ **Tuesday, February 22, 2011—5:30 PM**  
**ASPE San Diego Board of Directors' Meeting**  
**Location:** Reno Contracting, Inc.  
 1450 Frazee Road, Suite 100, San Diego
  
- ◆ **Friday, February 25, 2011**  
**ASPE Joint Southwest/Northwest Education Seminar**  
**Location:** Doubletree Hotel San Diego  
 7450 Hazard Center Dr, Mission Valley
  
- ◆ **Saturday, February 26, 2011**  
**ASPE Joint Southwest/Northwest Regional Meeting**  
**Location:** Doubletree Hotel San Diego  
 7450 Hazard Center Dr, Mission Valley
  
- ◆ **Tuesday, March 15, 2011**  
**ASPE San Diego General Membership Dinner Meeting**  
**Program:** Methodology for Estimating Earthquake Disasters  
**Speakers:** Representatives from Madsen Kneppers  
**In-House Talk:** To be determined  
**Location:** The Butcher Shop Steakhouse  
 5255 Kearny Villa Road, San Diego
  
- ◆ **Tuesday, March 22, 2011—5:30 PM**  
**ASPE San Diego Board of Directors' Meeting**  
**Location:** Reno Contracting, Inc.  
 1450 Frazee Road, Suite 100, San Diego

**[CLICK HERE](#) for ASPE National's 2010-11  
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#### Programs:

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## 2010-2011 Chapter Board of Directors

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For the Tuesday, January 18, 2011  
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