



SEPTEMBER 1996

Riding the Crest

The good times are here. When talking to product representatives, fellow specifiers, and architects about the current construction economy not only here in Kansas City, which is certainly on an uptick, but across the nation the consensus is that business is better than it's been in the last three years. The backlogs and forecasts that are published daily underscore the enthusiasm for this outlook. Those of you who have been in the building industry the past twenty years rode the waves of the economy and learned how to manage businesses on the lucrative crests as well as how to weather the storms in the troughs of those economic waves. Now is the time in this growing economy to recoup the expense of sustaining your business during the lean years and to invest revenues for long overdue gratification and future goals.

Your plan for success must capitalize on this current good fortune before it runs its inevitable course. Experienced professionals invested in their own business plan during the lean years when time was abundant and customers weren't. Now when the opposite is true, and the plan must be worked to its full potential to realize maximum return, the experienced professionals who have planned the work now are working the plan, riding the crest of the economic wave. The commitment to the industry will reap dividends for those business owners and staff.

What if your business plan is not fully developed and the market penetration you envision hasn't been reached? Are you behind the curl of the crest paddling hard to catch the wave before it ebbs and loses energy at the beach?

The Kansas City Chapter of the Construction Specifications Institute is organized to help you with critical elements of any successful business plan. What are those critical elements? Let me share my thoughts with you and how the chapter can help you ride the crest.

An important element to me starts with long term relationships with satisfied customers founded on honesty, integrity, and credibility. Credibility gained through knowledge and experience. Integrity gained through the highest standards of professional conduct. Honesty to yourself, your competition, and your customers when promoting your products and services. In short a code of ethics that underpin any successful business plan. Most importantly a sustained commitment to the building industry through lean as well as abundant years.



CSI is founded on such a code of ethics that each member pledges to follow. CSI is committed to the industry by supporting members that demonstrate and promote honesty, integrity, and credibility in their daily tasks, routines, and business relationships. Commitment that includes: monthly programs addressing current shared industry issues; joint monthly meetings with other local chapters of allied associations; educational programs that take the CSI message to students who will be the future professional talent; certification programs for its member groups who have demonstrated their specialized knowledge in specifying, product representation, and construction administration; an annual product show that has grown to the largest one day construction related products show in the MOKAN area; and social events where members have the opportunity to share ideas away from the daily frantic pace of the industry.

As your Chapter President, I am dedicated to serving the needs of the members, and totally committed to creating satisfied customers. To focus this dedication and commitment, a theme for this year has been adopted that will run through all of the chapter activities. That theme will be “Raising the Standard” of the specifier/representative relationship. Profiling and promoting the tremendous benefits that exists with this very essential, critical relationship will be the goal this year for the chapter. The benefits exist not only for the specifier and product representative, but for the built environment, capital investment costs, and industry profitability. The realization of the building design in built form succeeds when the appropriate product application is used. The best method of insuring that success is with honest, credible, relationships between specifier and product representative. I believe all the chapter member groups: architects, engineers, owners, regulatory officials, manufacturers, distributors, dealers, contractors, subcontractors, manufacturer representatives, independent representatives, specifiers, and consultant specifiers will find parallels to their business that they will take away from participating in the chapter activities. I promise you will too.

Make CSI part of your business development and training for success. Understand how CSI can enhance your honesty, credibility, and integrity within the industry and take advantage of all CSI has to offer. Your business could use it. I promise the chapter will be richer for the opportunity to serve your needs.

Welcome to CSI 1996. Come ride the wave.



Code of Ethics:

Believing that the honesty and integrity, high ideals and concern for the welfare of the construction industry are both desirable and necessary, and in a sincere effort to promote the mission of the Institute, members of CSI pledge themselves to:

1. Establish and maintain high standards of professional conduct.
2. Freely interchange information and experience with members of the construction community.
3. Maintain confidentiality of privileged information.
4. Avoids conflicts of interest.
5. Promote improvement of construction communications, techniques, and procedures.