

CONSTRUCT 2009
Hartley Woodcock
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THE TFM SHOW
Hartley Woodcock

CSJ
CONSTRUCTION EDUCATION
METHODS • CEUs • CONSTRUCTION

CONTINUING EDUCATION

i'm a mac

i'm a mac, i'm a pc

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CONSTRUCT2009
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A few reminders.....

- please remember to mute all electronic devices
- please remember to mute yourselves
- you must swipe your card at the door in order to receive credit for your course
- no one under the age of 18 is allowed in meeting rooms (no we are not serving liquor)
- please keep your arms and legs in the ride at all times

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Learning Objectives:

Upon completing this program, the participant should:

- understand the differences and similarities in personality traits, winning strategies and limitations between architects and product representatives
- understand the demands, differences and bridges to success from both architect and product representatives perspectives
- understand where the true winning results can be found, both personally and professionally, and ways to be more successful with each individual

i'm a mac

- design oriented
- flexible
- focused
- outcome oriented
- logical / analytical
- seeks simplicity
- aesthetically minded

i'm a pc

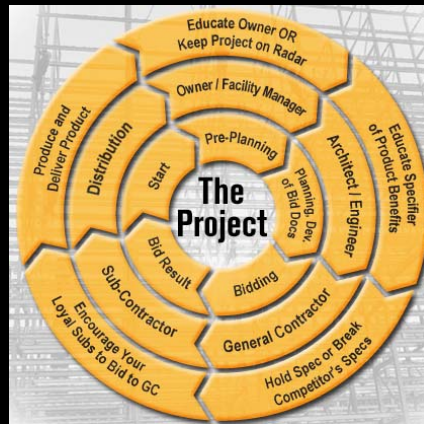
i'm a pc

- diverse
- multi-directional
- various solutions
- windows to nowhere
- complex - sales driven
- more is better
- sometimes in trouble with mac

i'm a mac

i'm a mac, i'm a pc

All Activities Revolve around the
"Project".....



(Courtesy – McGraw Hill Construction)

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- Schematic Design
 - develop design concept, project scale / scope and general organization
 - material selection is generic at this stage, focused on systems & concepts not specific products

i'm a pc

- Schematic Design
 - organizing principals are conceptual; (should I even be here at this phase?)
 - budget not established nor realistic
 - material selections generic (can't sell anything here today?)
 - why would mac want to see me at this stage?

i'm a mac, i'm a pc

- Schematic Design (Win-Results)
 - educate key players on industry issues and systems that match design concepts
 - identify areas in the schematic design where potential products or systems could be used
 - establish early relationship with mac and what general concepts might be of interest
 - confirm what follow-up is needed and when they might need specific assistance in the future

i'm a mac

- Construction Documents
 - Phase of project where we are attempting to communicate to a third party (contractor) to execute the design intent
 - Phase of the project where specific materials are identified and details developed to summon the design into reality

i'm a pc

- Construction Documents
 - phase of project where my attempt to be specified might be considered (still can't sell?)
 - phase where specific materials, systems and details will become basis of design
 - phase where it is most difficult for me to get an appointment with mac, maybe I should cold call
 - phase where I just have to get "specified" yet not sure how to get it done
 - maybe I should go sell something, time better spent with contractors?

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- Construction Documents
 - review the project information and valid reason for mac to see you and your solutions at this important stage. (if it's valid, mac will see you!)
 - educate project team and specifier on design problems and solutions you can provide
 - focus on systems, not products and how they can be specified or included in the design
 - build relationship with mac to handle dis-information and mis-direction as a professional
 - realize mac has limited time and a concept budget to guide you to the right solution

i'm a mac

- Bidding & Negotiation
 - role of architect changes to that of adviser / consultant to the client
 - phase of the project where architect's fee starts to run out
 - nothing until day of the bid, then a 1000 questions

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- Bidding & Negotiation
 - finally, maybe I can sell something
 - what! – I'm not in the spec, oh-well, I'll bid it anyway and help them save some money
 - or, I'm mentioned in the spec along with 10 others, or not with right product, oh-well, maybe I can get lucky and bid it low
 - or, my initial spec effort with mac just got switched by the last rep or consultant to visit
 - not familiar with that GC and they like to VE or substitute lower quality products or services

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- Bidding & Negotiation
 - understand the entire process – (CDT)
 - follow-up before bid on spec issues, help educate mac on ways to hold the spec
 - focus on industry issues and standard to help mac maintain the basis of design intent
 - if not included in spec and too late for substitution take high road with mac, shoot for next project
 - realize mac has very limited time at this phase
 - once spec is confirmed with mac, let them know you will work downstream with key GC's and subs to help hold the spec and design intent

i'm a mac

- Approved Equals
 - no such thing as “an equal”
 - products selected by architect are based upon number of factors or attributes
 - submitter of “equal” must prove that they have performed the research that architect performed during initial material selection
 - is your product really equal?

i'm a pc

- Approved Equals

- there's always "an equal" especially if we bid it
 - architects are only concerned with finding the most appropriate product - why shouldn't I be approved?
 - the contractor knows me and wants to propose us as an approved equal.
 - as the submitter of the "or equal" I'm sure they will see that I meet the product specified
 - is your product really equal? (well, it sure looks like it!)
 - there they go again, listing me as the standard and that "cheap stuff" as an equal? how can I win this bid?

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- Approved Equals

- start with the open-proprietary goal to set the standard of quality with "mac" as needed
- determine if your product or system is listed specifically as one of the accepted options
- is the spec up to date? know the rules, time frames, etc. be consultative in your approach!
- does the contractor want to propose you as "an equal"? offer your ability to work with mac or the owner as needed

i'm a mac

- Submittals & Shop Drawings
 - intended to confirm design intent has been communicated and interpreted correctly by all parties
 - air traffic control

i'm a pc

- Submittals & Shop Drawings
 - i need six copies and color samples
 - great way to get my product substitution approved
 - devil is always in the details
 - shop drawings are the contractors job

i'm a mac, i'm a pc

- Submittals & Shop Drawings
 - use to confirm one of the specified and approved products are intended to be used by contractor
 - give 'em what they need, help the contractor with professional submittal packages - it can help mac
 - shop drawings are critical to confirm design intent of key systems are interpreted correctly and can impact health, safety and welfare of all involved
 - be consultative with all parties and assist in whatever way you can to become a valued member of the construction team. you will be remember on the next project

i'm a mac

- Substitutions
 - substitutions are often an attempt to circumvent the specification and approved equal process
 - products selected by architect are based upon number of factors or attributes
 - submitter of "equal" must prove that they have performed the research that architect performed during initial material selection

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- Substitutions

- substitutions are typically the only way i can get approved - i don't like to call on mac before bid
- products selected by architect are based upon code minimum and i know we can meet that
- submitter must prove they meet code minimum and when they do, that's all mac should need
- i'll just substitute my lowest cost product since the spec was subject to interpretation!
- it's pretty close to what they wanted, i'll just substitute product "xy674fw" for "xy647fw" (they'll never know the difference)

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- Substitutions

- does pc know how to help mac defend the spec he helped create?
- the relationship you have with mac is key to avoiding unwanted substitutions after bidding
- if you must propose a substitution - you must demonstrate a clear advantage to get your product approved - offer to work with mac and the owner as they see the need
- time is money for all involved with the substitution process - respect the time required for all parties
- again, be consultative in all situations

i'm a mac

- Value Engineering
 - development of alternative means, methods and materials to obtain same desired result at more effective cost
 - short, long term and life cycle costs should be evaluated
 - additional maintenance or other factors may need to be considered as part of a material or method change

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- Value Engineering
 - another way to cut cost through price concessions or cheap substitutions
 - short term costs viewed as key vs. life-cycle
 - another way for owner to tighten screws
 - owners convinced by GC they have better solutions to save them more money
 - can end up with code minimum vs. higher quality basis of design

i'm a mac, i'm a pc

- Value Engineering
 - stay focused on solutions for mac to defend the design concept with a more affordable quality alternative
 - offer to help mac or GC work with the owner to further qualify system value to protect the design intent
 - good relationship with mac is key to staying involved through out the value engineering process

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- Construction Quality Control
 - manufacturer is the authority on their product and therefore should assist the architect in confirming that their product / system was installed properly
 - no “reverse submittal” process for architect to go through with manufacturer thus manufacturer’s instructions are often left to interpretation of architect – this can be dangerous for all parties
 - certificates are not the answer, jobsite visitation is the answer

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- Construction Quality Control
 - our technical dept. is the authority on my product and I'll see when they can visit to make sure it is installed properly – (pass to the next window!)
 - I'll drive by the job later and see if they are doing it right? – (inspection for failure)
 - we did the jobsite visit during the mock-up, if you want more you have to pay for that?
 - we only use certified installers and that should be sufficient?
 - when the contractor called be for a visit it was already covered up?

i'm a mac, i'm a pc

- Construction Quality Control
 - the manufacturer (pc) must be an expert on the installation of their products and systems, and able to visit and guide in proper installation
 - manufacturer's instructions are often not inclusive and left to interpretation of GC - review all non-applicable details with technical or consultants to determine correct course of action
 - certificates and certified installers alone are not the answer, jobsite support and visitation is key
 - pc has to play a key role in construction QA/QC and will become a team player for the next project

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- Sustainability
 - explain how the product or system is sustainable from cradle to grave
 - explain how sustainable product interacts or fails to interact with other products being used in assembly

i'm a pc

- Sustainability
 - my product can help you get the LEAD!
 - can you say “greenwash”?
 - my product is made of 99% recycled stuff
 - we use only green certified wood made with green certified electrical power
 - my company is a leader in sustainability and we have a 2015 and a 2030 plan
 - what’s all that stuff about reducing my environmental footprint?

i'm a mac, i'm a pc

- Sustainability
 - LEED-AP can earn you credibility in marketing sustainable products - know how they fit into the assembly and they get specified
 - explain how your product or system can help a project team contribute to LEED points
 - explain how it is sustainable from cradle to grave
 - be prepared to explain how your sustainable product interacts with the overall design concept or with related products used in the assembly
 - be cautious of green-washing and know what it means - mac can see right thru "greenwash"

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- Warranty
 - is a warranty necessary or desired by the client?
 - what does the warranty do for the client or architect?
 - is warranty for complete system or one component and if for one component is the warranty worth the additional invested funds?

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- Warranty
 - every mac out there wants my warranty
 - it does exactly what the client or architect wants and besides it's free
 - the warranty is written for my protection and yours - you should really want this
 - if you want the best warranty you have to spec my full proprietary system
 - pc's use this as a sales tool everyday

i'm a mac, i'm a pc

- Warranty
 - reality check is always needed as most are written to protect the manufacturer
 - ask for warranties that provide a level of protection for the client and one that will protect the design intent
 - insist on warranties that require pre-installation meetings, mock-up training and assistance along with jobsite quality assurance to get it right
 - don't oversell the warranty concept - if it is not suitable for the client or mac rethink your strategy - look for buy-in to move forward

i'm a mac

- Project Close Out
 - project close out is for the owner's operational benefit
 - project close out is an excellent tool for liability mitigation for the manufacturer's and architect
 - properly trained maintenance and operation staff decreases issues arising from misuse
 - understanding components and materials and interrelationships of these items allow for a holistic maintenance plan

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- Project Close Out
 - projects done so I'm off the hook
 - i wonder if my contractor has been paid?
 - we sent the warranty last week but i saw a problem last night on my way home?
 - what's that smoke coming out of the exhaust duct

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- Project Close Out
 - project close can be an excellent tool for liability mitigation to protect the manufacturer and architect - team up where possible
 - properly trained maintenance and operation staff decreases issues arising from misuse
 - understanding components and interrelationships will allow for a holistic maintenance plan
 - true building commissioning is growing
 - prepare materials for the contractors binders as described in specifications
 - contact mac and the owner with additional copies, support information, installation observation reports or any legitimate reason to meet the facility manager or owner's representative to enhance operations

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- Conclusions
 - you are building a long-term relationships between people and products - build your relationships with mac and pc wherever possible – people create buildings not products
 - aesthetically minded, design oriented, analytical driven mac needs the multi-variable solution that many pc's can provide
 - communicate with mac and all key decision makers in a professional and consultative way
 - be aware of and know the rules of engagement with phases, spec's, time-frames, etc. (CDT is the key)
 - our time and resources are limited, use them where they do the most good with mac on his next project or pc at his next lunch & learn

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i'm done

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Thank you for attending

This concludes the American Institute of Architects Continuing Education Systems Program

Questions?

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