

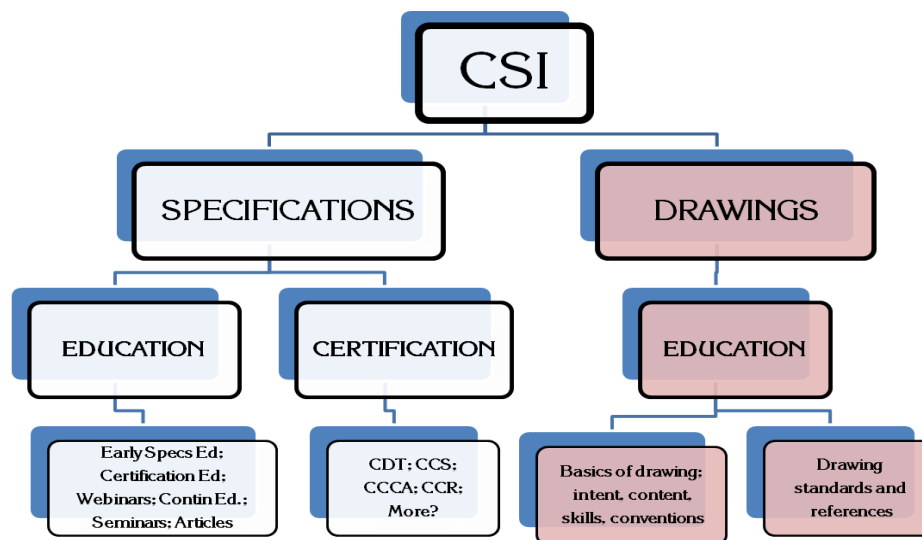
SUMPTIN' NEW!

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OK, shake up time!!! How about something new to make you break a sweat while discussing it! [Oh, that's right, spec writers NEVER let anyone see them sweat!!!].

There have been some blogging and various mentions of changing CSI's name with the underlying issues being a better reflection of what we are and what we do. Some suggested names involved word changes to better align our activities with our name-- but they are merely word changes-- adjectives! Now you hard-core traditionalists don't get all atwitter over this— specifications should remain our prime focus, but change-- logical, visionary change--is not unreasonable and can well do wonders for our image and prestige.

How about a REAL change that gives substance to the name change and in truth changes CSI, and adds to its image and impact at the same time-- adds depth; strengthens resolve; increases influence; and denotes a truly renovated organization [but NOT to the diminution of the existing specifications programs, efforts, documents etc.; but to ADD a new direction, per the chart:



No other agency or organization in the construction industry has the breadth and depth of documentation than CSI! Sure the specialty is specifications, but in addition CSI has produced the National CAD Standard and is working on a uniform set of construction document abbreviations. Too, there is an effort to refine the BIM process which in itself is really a documentation and communication issue.

Also, there is no other entity that actively addresses construction drawings, their concept, creation, development, coordination, use, refinement and communication values. With that truth at hand, and with a malaise in academia regarding instruction in the whole topic of project documentation, there is an obvious gap-- opening!-- for CSI to take on and develop a new role in the field of construction documentation overall.

There is a need to establish some solid, formidable resource for the entire industry that fully understands the drawings and specifications, their development and interface and their future production. We can no longer simply accept what comes out of the software industry and then go to extraordinary lengths to adapt our work to the software. We need to establish the proper, correct, more efficient and meaningful way to produce quality construction documentation-- and the associated means to timely communication to the field personnel!

This is not a call for irrational, inadvisable or rash actions, but simply changing a name, while a “refreshment and upgrade”, leaves things undone that can and should be down. A directly associated action or program WITH a name change carries an impact with some wallop and attracts due attention-- it undergirds the action and puts an entirely new “face” on the organization. Additionally, it gives a new direction; provides a new influence and resource; and increase the prestige, coverage, professionalism, and contribution of the organization.

For a 60-year old organization to do this is a brilliant acceptance of a most fortuitous opportunity!

