



APRIL 2020

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PROGRAM ARTICLE
MEMBERS FIRM SPOTLIGHT

... and more!

MESSAGE FROM THE PRESIDENT

Dear Friends and Members,

In light of the new guidelines put in place by Governor Gavin Newsom & the California Department of Public Health last night not to hold non-essential gatherings of more than 20 people through the end of the month we will be postponing Ethics in the Workplace event. It will no longer be taking place at the Best Western Seven Seas on April 21, 2020.



In today's construction market The Cost of Customer Satisfaction, is a concept that aims to enhance supply chain integration by supporting and assisting joint practices. For decades, businesses in many industries have sought to reduce personnel costs by automating their processes to the greatest extent possible. In customer service, that has led many companies to implement systems online and by phone that answers as many questions or resolve as many problems as they can without a human presence. But in the end, there are customer service issues for which human interaction is indispensable, creating a competitive advantage. Amazon is an example of a company that is doing all it can to automate a vast and complex operation. It has to, given that it delivered five billion packages to customers' doors in 2018, and that's just the purchases made by Prime members. Nevertheless, Amazon still offers 24-hour customer service by phone, in addition to email and live chat services.

Most successful businesses recognize the importance of providing outstanding customer service. Courteous and empathetic interaction with a trained customer service representative can mean the difference between losing or retaining a customer.

I and my Chapter Board of Directors look forward to welcome you all at ASPE, an organization where you will not only polish your professional skills but also become a better Estimator.

A handwritten signature in blue ink that reads "Paul M. Chang, CPE".

Paul M. Chang, CPE





Who is Morris Cerullo?

Known by his followers as Papa, Morris Cerullo is a Pentecostal minister, healer, and world traveler with outreach in multiple countries around the world, including Korea, India, Britain, Brazil, Nigeria, Indonesia, and many, many more. He is the President of World Evangelism, Inc., and author of over 200 books; trainer to over 5 million Christian leaders.

Design and Redesign

The current architectural team of Gordon Carrier and team from Carrier Johnson + Culture truly re-envisioned the original project in scope, approach, and inspiration. Originally designed with Roman architectural influences spanning a range of 532,000 SF, the current design team eliminated 200,000 SF and included modern design elements, making the buildings look contemporary, clean, and welcoming to all passersby while creating a place and vision that inspired meditation on the principles Cerullo teaches.

The redesign was due to the city's environmental impact report and concerns about traffic congestion among other issues. The traffic concern has been resolved by adding a lane to Hotel Circle South across the entire project length. Cerullo must maintain a count of vehicles that enter the facility's driveway over the first 3 years.

Traffic concerns and solution Cerullo's response to the city's concerns has been well received and with Carrier Johnson + Culture's approach, the project will be the timeless resort that welcomes visitors to immerse the culture around the grounds and leave their troubles at the door.

Construction features

Each building features deep foundations, cast-in-place concrete, and metal panel canopy and plaster. The vision center and museum features mechanically fastened stone and structural glazing while the pavilion features concrete on metal deck, curtain wall and adhered stone. In addition to the landscaping and buildings, there is a 4-floor 418-stall parking garage which will hold the central utility plant.

Anticipated opening

The \$160 million project is set to open to the public late 2019, early 2020.

San Diego ASPE Meets with Senior Project Manager Suzanne Ives

The San Diego chapter of ASPE will meet with Clark Construction Project Manager Suzanne Ives for a job walk and in-depth discussion about this well-known and highly anticipated project on Tuesday, April 16, 2019. All attendees must wear PPE and ensure all hard hats have chin straps. Attendees without hard hats with chin straps will not be permitted on the jobsite.

Guest Speaker: Suzanne Ives

Suzanne Ives has a bachelor's degree in Civil Engineering from Vanderbilt University and over 16 years of experience overseeing all phases of multi-million-dollar construction projects in diverse industries including healthcare, hospitality and tenant improvement projects. Ives has a broad background in construction contract scenarios including design-build, GMP and hard bid.

MEET THE MEMBERS OF YOUR CHAPTER

Venu Dorapally has 15 years of experience within the field of construction cost estimating and construction management. He is an Indian native and holds a Technical Master of Science in Construction Management from Eastern Michigan University, Masters in Business Administration from Coleman University, and Bachelors in Architecture from JNT University, Hyderabad India.



After completion of his Bachelors in 2004, he started working in India as an architect and design manager. During that time, he was very interested in managing the projects on the site which led him to pursue his Master's degree in the United States. After finishing his Masters, Venu was offered an opportunity to work at Douglas E. Barnhart, Inc. as an estimator in San Diego and started attending the ASPE monthly chapter meetings.

The focus of the company during his tenure was on university, K-12, college and university, types of projects, small to large. Design Bid Build, CM at Risk, and Design Build. He worked with ten different estimators, management staff, and field management teams. Venu was employed by Balfour Beatty Construction for over six years and gained invaluable experience as an estimator. He then wanted to expand his knowledge of estimating, and was motivated to pursue professional certifications like CPE and DBIA to move forward in his career.

He and Paul Chang teamed together with Lou Farallo, Certification Committee Chair in 2012, and completed the technical paper and passed the GEK and DST tests. Venu was able to achieve his DBIA certification as well. At Balfour Beatty, Venu worked on complex Design-Build projects like the San Francisco State University Library Renovation, Lead Platinum Wounded Warrior Campus, San Diego Women's Detention Facility. In the meantime, Venu was offered a more diversified opportunity to work on healthcare jobs (D/B Sharp Chula Vista Parking Structure, Temecula Medical Office Building) and on the Pershing Middle School. He focused on preconstruction estimating and was responsible for preparing budgets, cost estimates, and pre-bid packages for construction projects for their clients. Kitchell Contractors gave him a chance to expand his education with an MBA degree while working for their firm under a work-study program. Currently, Venu works at Kitchell as an Estimator in the San Diego office. His focus includes education projects at San Diego State University, University of San Diego, UC Irvine (Central Plant) as well as OSHPD healthcare projects for Scripps Health and Sharp Healthcare. He is responsible for both conceptual estimates and detailed estimates, preparing GMP proposals, and buying out the new projects for their project teams.

As an Estimator, Venu is always looking for ways to provide best value to track and explore the benefits of each idea. Venu is married to his wife of six years, and they have a young boy and are expecting a second child. Outside of work, Venu enjoys time with his family and his hobbies, including touring places, camping and cooking. Venu has been an active member of the American Society of Professional Estimators (ASPE) since 2008, and he is currently serving on the ASPE Board as a Director.

KITCHELL CONSTRUCTION



OVER 65 YEARS OF BUILDING VALUE

Ten years after its doors opened in the 1950s, Kitchell pioneered the construction management approach in the western U.S. and quickly established a reputation for expertise in the management of complex commercial, industrial and institutional building projects.

Today, we are leaders in the real estate and construction sectors, from concept through ribbon-cutting and beyond.

ASK A CPE: Q&A



What made you take CPE certification?

I wanted to be recognized as a Professional Estimator. I had taken numerous classes, and this was the next step to get a credentialed certification.

How useful is it for you to have the CPE certification?

The Certification along with my experience is another validation to my peers and management that I currently work with, that I am a Professional Estimator.

What do you suggest to other estimators regarding getting certified?

Becoming a Certified Professional Estimator is one of the few credentialed programs that tests your skills as an estimator. This is a nationally-recognized program that validates your skill set among your peers as a Professional Estimator.

Brief description of your certification process, estimating life and any other comments?

I have worked through the trades as an apprentice, became a Journeyman Painter. After 15 years, I decided to take classes (College of Extended Studies) to sharpen my skills as an assistant estimator. I have completed numerous certificate programs: Program Estimating, Construction Practices, Construction Supervisory Technologies, Construction Supervisory Project Management. I had passed the Estimating Proficiency II Exam, endorsed by the ASPE. For me to advance in my career, my immediate supervisor encouraged me to become a CPE. With this credential, I was promoted to a Chief Estimator for Kaiser Permanente San Diego Service Delivery Team.



BECOME A NEWSLETTER SPONSOR

CORPORATE SPONSOR—\$600/yr.

Includes following benefits:

- Sponsor Recognition in 12 Monthly Newsletters and on Chapter Website,
- Full-Page Sponsor Spotlight for 12 Months
- Hot Link to Sponsor's Website for 12 Months
- Employment Ad on Website for 12 Months

AFFILIATE SPONSOR—\$300/yr.

Includes following benefits:

- Sponsor Recognition in 6 Monthly Newsletters and on Chapter Website,
- Full-Page Sponsor Spotlight for 6 Months
- Hot Link to Sponsor's Website for 6 Months
- Employment Ad on Website for 6 Months

•INDIVIDUAL BUSINESS CARD AD on Monthly Newsletters —\$200/yr.

•EMPLOYMENT AD, \$70 on Monthly Newsletters /ad on website FREE TO ASPE MEMBERS

FOR MORE INFO—CONTACT

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3 Steps to Annual Renewal

Step 1 = PDUs

Professional Development Units must be earned + logged within the calendar year. Submit documentation, in PDF or DOC format, to back-up journal entry.

CPE = 24 PDUs
AEP = 12 PDUs

To access the PDU Journal, sign into your ASPE Profile. PDU Reference Table found on the Certification page.

CPE = Certification > CPE Applications + Forms > More Information
AEP = Certification > Certification Program (AEP) > More Information

Step 2 = Application

Certificate holders are required to complete the Renewal Application from within their profile.

CPE = Certification > CPE Applications + Forms > More Information
AEP = Certification > Certification Program (AEP) > More Information

Step 3 = Fees

Renewal Fees are paid within the online application, available at ASPEnational.org / Certification.

CPE + AEP Renewal Fees
ASPE Member = \$ 50
Non-Member = \$350



Certification Cycle = January 1 – December 31





Connecting and identifying solutions for more than 60 years!

Corporate Membership provides companies exposure to leaders in the field of estimating, as well as direct access to all Members of the **American Society of Professional Estimators**.

Companies seeking a consistent marketing plan through Corporate Membership will expand their reach with opportunities utilizing all communication mediums including the following.

- » Website Advertising: **Banner Ads** greet all visitors to the ASPE Website.
- » **E-Blast Campaigns** target ASPE Members with your developed message.
- » Publication – **Estimating Today**: The bi-Monthly magazine distributed in print form to Members and in digital format to all ASPE website visitors.
- » Publication – **Membership Directory + Buyers' Guide**, distributed in print format to all ASPE Members, is a year-round reference that remains in every estimator's library long after the year ends.
- » **Annual Summit**: Corporate Logo and Overview distributed via the Event Mobile App, via Rotating Ads in Session Rooms, with Corporate-provided marketing insert in Attendees Packets, and on Event Signage strategically placed throughout the Venue. *Corporate Members also enjoy discounted Exhibit Space.*
- » **Regional Meetings**: Sponsor Logo will be distributed on all marketing materials, including the ASPE Website, Social Link and all Regional Publications.
- » Corporate Members will receive complimentary Registration to the **Senior Estimators' Roundtable**, an invitation-only event. This annual gathering will host Corporate Member-selected participants from a variety of construction fields and provide the opportunity to discuss emerging trends, news, and impacts that challenge the estimating profession, as well as the construction industry in general. Be part of the discussion, seek insight, and gain a competitive edge to issues affecting your company and impacting the world!

Is ASPE Corporate Membership the missing piece of your Marketing Plan?



**AMERICAN SOCIETY
OF PROFESSIONAL
ESTIMATORS**

For more information contact Elaine
ecersosimo@ASPEnational.org
615.316.9200 or 949.246.2082



Search for quality candidates on ASPE Career Center

ASPE will allow you to:

- Post your job in front of the most qualified group of industry professionals
- Promote your jobs directly to candidates via the exclusive Job Flash email
- Search the anonymous resume database to find qualified candidates
- Manage your posted jobs and applicant activity easily on our user-friendly site

Start your search today by visiting
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**AMERICAN SOCIETY
OF PROFESSIONAL
ESTIMATORS**



Certificate Programs + Online Classes

Certificate Programs

Construction Estimating

Civil Sitework Construction

Construction Supervision - Civil Sitework

Construction Supervision

Construction Practices

Construction Project Management

Construction Supervision - Building

Self-Paced Courses

101 Introduction to Construction Estimating

102 Essential Construction Math

Instructor-Guided Courses

103 Construction Blueprint Reading

201S Leadership + Motivation

105 Estimating + Bidding 1

202 Oral + Written Communication Skills

106 Estimating + Bidding 2

203P Problem Solving + Risk Management

107 Construction Materials + Processes

204 Contract Documents + Construction

108 Construction Equipment + Methods

205T Planning + Scheduling

109 Practical Applications of Civil Sitework

206T Construction Productivity + Cost Management

110 Civil Blueprint Reading + Materials

305 Building Green Buildings

114 Estimating Civil + Sitework Construction

308 Construction Project Management

Courses begin in January, April, June and September * Each Course is a 10-Week Session

Visit ...

ASPEnational.org / Education / Certificate Programs or Online Classes

for the following Class Information

Fees • Prerequisites • Learning Objectives • Class Organization + Grading • Weekly Syllabus

Assistance is available by contacting

Cinder, Online Class Coordinator • 615.316.9200 • Cinder@ASPEnational.org

As an ASPE Member, you will enjoy discounted Class Fees !

Top 10 Reasons to Join ASPE

Become a part of the oldest and largest national association for construction estimators

1

Career Enhancement

ASPE membership pays for itself, enhancing your company's marketing efforts and by advancing your professional skills. Being part of a nationally recognized association is just the beginning.

Networking Opportunities

Networking.....it's the best way to meet fellow estimators! As a member of ASPE, you'll have access to many networking opportunities at the local, regional, and national levels throughout the membership year.

aspenational.org

The Society's website is a great resource for members. Visit the site for news, events, resources, post job openings at the Career Center, download the *Annual Guide*, and much more!

3

4

Publications

Members automatically receive our monthly publication, *Estimating Today*, but also have access to technical papers and recommended bidding procedures that assist in your daily work.

5

Member Discounts

Special money-saving discounts are available to ASPE members on a wide variety of items including merchandise, national publications, and software.

6

Education

Whether online or face-to-face, ASPE offers a variety of education and training courses to keep you informed of the latest trends in estimating in order to support professional growth.

7

Standards

ASPE is the leader in creating and updating a standard set of practices and procedures proven to create consistent estimates.

Certification

Earning the designation – Certified Professional Estimator (CPE) – is the highest form of professional recognition an estimator can receive and is only awarded by ASPE.

8

9

Leadership Development

As an ASPE member, participation in elected or appointed offices at the local, regional, or national level enables you to promote and influence the estimating profession.

10

Accomplishment

ASPE showcases individual distinction with the annual Estimator of the Year Award and induction into the Council of Fellows.



American Society of Professional Estimators | www.aspenational.org

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ASPE CORE VALUES

EDUCATION:

ASPE educates and mentors professional estimators for the sustainability of the construction industry.

PROFESSIONALISM:

ASPE promotes the lifelong pursuit of excellence and credibility in professional estimating.

FELLOWSHIP:

ASPE develops a fellowship of professional estimators that connects and leads the construction industry.



ASPE CHAPTER 4

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