

American Society of Professional Estimators AWARD WINNER Superior Chapter Award

S.D. Mator

Published by ASPE San Diego Chapter #4

November 2016 Volume 15, Issue 3

MEETING AT A GLANCE

DATE: TUESDAY, NOVEMBER 15, 2016

TIME: 5:15 PM—Registration

6:00 PM—Announcements

6:15 PM—Dinner Service Begins

7:00 PM—Program Begins

IN-HOUSE TALK:

TAKING THE MYTH OUT OF SOCIAL MEDIA

IN-HOUSE SPEAKER:

Steve Schraibman CPE - Arcor-Inc.

PROGRAM:

ESTIMATING IN PROEST'S CONSTRUCTION CLOUD

MAIN SPEAKERS:

Jay Gerardi - Vice President, ProEst Software Vanessa Castillo and Chris Romo Client Account Managers, ProEst Software

DINNER LOCATION:

Riverwalk Golf Club

1150 Fashion Valley Road, San Diego (Mission Valley on north side of I-8 between Hotel Circle North and Friars Road)

DINNER MEETING SPONSOR:

ProEst®

COST: Members & Guests - \$40 per person Students - \$25

Cancellations must be received by NOON on Monday, November 14th or no shows will be billed accordingly.

RSVP: **CVite** http://evite.me/YTz1UHmbhj

—OR: Paul Chang – Sundt Construction

619.321.4822 aspechapter4@outlook.com

Innovative Solutions for Construction Estimating

ollowing the technology program offered in May 2016 by Bluebeam Software, **ProEst Software**, an ASPE national sponsor, requested an opportunity to deliver a presentation about their new cloud application to our members and invited guests. On Tuesday, November 15, 2016, three representatives from that firm will provide an update on state-of-the-art construction estimating software products currently available to both general contractors and specialty contractors. Since 1976, ProEst has helped over 8,000 leading construction companies streamline and improve their estimating processes. Over that timeframe, they have built a reputation for reliable and skilled innovations in the development of their estimating software platform.

Mission: Through our construction bid software, we deliver outstanding value to each client through our core values of integrity, dedication to excellence, and loyalty.

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reetings!

We had a few show up for our October meeting, which was an informative tour of the completed UCSD HEALTH SCIENCES BIOMEDICAL RESEARCH FACILITY. We would like to thank McCarthy and UCSD for their efforts in making this a successful and enlightening tour. After the tour we all met at Karl Strauss for dinner.

Michael Moyers, CPE

For those of you who have thought of becoming more involved in our Chapter, we could always use the help. If you are interested, please contact me at (858) 737-7316 or email me at michael.moyers@bestinteriors.net.

Membership Status:

As of the most recent Chapter Roster issued in November 2016 by SBO (Society Business Office), our membership is up to 58 members. We currently have 23 members who are CPE's and two FCPE's.

As a reminder to all members, if you have changed jobs, are in-between jobs, retired or have had to relocate, please update your status/contact information online at www.aspenational.org. Remember, to log in, your User ID is your membership number, and your default password is your email address. You can also contact your Chapter Membership Chairman for assistance at michael.moyers@bestinteriors.net.

New Members:

This month we would like to welcome our newest member, Anwar Hafeez of SDC & Associates.

Upcoming Events:

Our November meeting we will be having Jay Gerardi, Vanessa Castillo and Chris Romo of ProEst Software. The meeting date will be November 15, 2016, and will be held at Riverwalk Golf Club. Please be sure to read the Program Article in this issue by Frank Young.

Other events to keep an eye out for are:

A. Our annual December Breakfast meeting will be December 16, 2016, and we will again have **Alan Nevin with the Xpera Group**.

Michael Moyers, CPE

President, ASPE San Diego Chapter #4

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November Program Notes: "Innovative Solutions for Construction Estimating"

cont'd from pg 1

These core values become part of the ProEst experience of trust and partnership that embodies their unique business approach. ProEst's construction software combines the power of Microsoft SQL with the intuitive look and feel of Microsoft Office which lessens the learning curve to speed implementation. ProEst allows the contractor to create estimates, perform digital takeoffs, manage the bid day process, and quickly generate detailed reports and professional proposals. Adjustable mark-ups facilitate tailoring or refining each bid to take full advantage of bid opportunities or strategies. The software undergoes regular enhancements to keep pace with changing industry requirements. Cutting edge capabilities increase efficiencies and integration with familiar business tools.

In August 2015, John Gerardi, Senior Account Executive with ProEst, authored an article on the "8 Reasons Why the Global Construction Industry Need to Innovate." He points out that some companies don't realize that their failures to become truly successful can be traced to their reluctance to embrace innovation in their marketplace. Even though the world has changed drastically in recent years due to advancements in technology and business modeling, the construction sector has fallen short in its attempts to ride the surging tide to demonstrate similar momentum. Firms are reluctant to spend appropriate capital outlays for upgrades in equipment and system due to the cost of that long-term investment. Failure to join developing global markets could leave our industry wondering "what happened?" or "where did the rest of the competition go?" in the next decade. John's 8 reasons can be identified as follows:

- The global market is shifting to new locations. (Asia is the new powerhouse.)
- Growth potential in emerging countries will surpass the G7 countries.
- Global is better than local if you want to be part of the action.
- Big data and the Internet have changed the business landscape.
- New technology substantially increases productivity.
- The construction workforce is not adequately prepared to handle the new technologies because people do not have the necessary skill-sets.
- Environmental changes demand that the industry step up to the plate in tackling rebuilding the infrastructure.
- Segments of construction still do not share the concerns over reducing carbon emissions.

The Construction Software Buyer Report for 2015 compiled by Forrest Brunson with <u>softwareadvi8e.com</u> provided valuable insight for buyers and the critical features desired in new solutions to business processes such as bidding, estimating, accounting and project management. Key elements of their survey included the following significant findings:

- Over 50% of buyers still use pen/pencil and paper to accomplish tasks for those processes.
- 35% of buyers cite improving accuracy of estimates as the primary reason for considering new software.
- Prospective purchasers of software are willing to spend just under \$8,000 for new software.

While the traditional procedure remains the pen/pencil and paper for contractors, other methods receiving recognition were spreadsheets (over 30%) and construction software (at over 20%). Increasing the quality of bids and enhancing the organization both garnered over 20% as motives for even evaluating the need for software upgrades. Many firms are dependent upon the supply of materials to perform their work; the fluctuating

(cont'd on pg 4)

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November Program Notes: "Innovative Solutions for Construction Estimating"

cont'd from pg 3

ProEst

markets for these products bring about a desire to obtain software that constantly updates these costs to alleviate that source of inaccuracy in our estimates. The job costing function as an integral part of software remains a high priority for most companies.

Programs dealing with technology seem to attract a larger audience for our meetings. We hope that ProEst's presentation will have that effect for our November 15th session. Enjoy another educational offering by the ProEst team of Jay Gerardi, Vice President, and Vanessa Castillo and Chris Romo, Client Account Managers, to hear specifically about estimating in their cloud platform. Topics to be discussed include:

- 1. Producing Professional Proposals
- 2. Save Time with Included Databases
- 3. Improve Accuracy and Speed with Digital Takeoffs
- 4. No Set Up Necessary 100% Web-based
- 5. Local Company with Timely Local Support
- 6. Q & A Period

Steve Schraibman CPE will also give a short talk on "Taking the Myth Out of Social Media."

Dinner Meeting Schedule: Registration – 5:15 PM

Announcements – 6:00 PM Dinner Service – 6:15 PM

Choice of Tri-Tip Beef, Salmon, Vegetarian Dish

Program - 7:00 PM

Venue: Riverwalk Golf Club

1150 Fashion Valley Road, San Diego

(Mission Valley, north of I-8 between Hotel Circle North and Friars Road)

Dinner Meeting Sponsor: ProEst Software has graciously agreed to serve

as our Dinner Meeting Sponsor for this event.

Cost: Dinner Meeting - \$40.00

Students - \$25.00

Click here to make your reservation through Ovite ... or go http://evite.me/YTz1UHmbhj

Or contact Paul Chang at Sundt Construction to make your reservations for this exciting event.

Telephone: (619) 321-4822

Email: aspechapter4@outlook.com

Frank E. Young FCPE

ASPE San Diego Chapter #4 Programs Committee

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We Ask for Member Participation

by Michael Moyers, CPE

To All Members of San Diego Chapter #4,

As you are aware, we recently held our annual elections for the Officers and Board Members. Following that process, our current Board is about three members short of our normal complement. We have the Third Vice President position and two Director spots that were not filled for this term.



Michael Moyers, CPE

I am writing this letter in an effort to recruit two or three members who would like to get more involved with the Chapter by serving on the Board. We have a need on several standing Committees for dedicated individuals who would be willing to give of their time and effort and help in these areas.

One of the more important necessities right now is to find help on the Programs Committee. We seek an individual to step in and help with the goal of heading up that committee by the 2017/2018 fiscal year. (Frank Young is willing to help in the interim, but asks for someone to assume the role as Chair.) We could also use help on the Membership Committee, Ways & Means Committee, and the Telephone Committee.

Looking ahead to the future of our Chapter, it is important to get new individuals involved in leadership responsibilities. Each year we hold elections; we should be bringing new blood into the mix and hopefully groom those individuals as the future leaders of our local organization.

So, if you have ever thought about giving back to your industry or have an interest in getting involved, I would love to hear from you. You can call me at (858) 737-7316 or drop me an email at michael.moyers@bestinteriors.net.

Thank you,

Michael Moyers, CPE
President, ASPE San Diego Chapter #4

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Become a Certified Professional Estimator

by Stephen L. Fisher, CPE

s we begin to move into the Holiday Season, it's a time to give thanks for all that we have been able to accomplish this year, and start thinking about the challenges we will face in 2017.

As estimators, especially in the construction industry, having a plan for your future is paramount. Although, having a plan doesn't always guarantee success. Maybe you haven't achieved all that you had planned on, or worse, been passed over for a promotion because you lacked the skills required. Whatever the reason, with all of the advances in software programs for quantity take-offs, estimating, even Building Information Modeling (BIM); your continued education can never be too far from your career plan.



Steve Fisher, CPE

Becoming a Certified Professional Estimator is a great way to put your plan to work. You have acquired a certain amount of estimating skills. Becoming a CPE will help you put them all together and set your career on a path of advancement. Becoming a CPE is one of the best ways to ensure you will continue to move up the ladder of success.

The CPE Certification Schedule has two cycles per year. The Winter Cycle for our CPE Program is beginning, and now is the time to submit your application for consideration.

If you would like to begin the New Year with real direction for your estimating career, download the application to become a CPE from the National website at https://www.aspenational.org/ and follow the CERTIFICATION prompts to CERTIFICATION PROGRAM DETAILS. You will find all the information you need, along with the application. If you qualify and have a minimum of five (5) years' estimating experience, fill out the application and get started on one of the best career decisions you can make.

Should you have any questions, you can contact the Certification Chair, John Balistreri CPE, at (619) 589-3080 or John.T.Balistreri@kp.org.

You can also find the "ASPE Certification Summary" inside this current issue of the SD Mator. ■

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Meet a New Member of Your Chapter Focus on Ryan Wohlfarth E

yan Wohlfarth, a Pittsburgh, PA native, has been working in the HVAC industry since age 16 for his father's company. His father, Ray Wohlfarth, who has published 3 books and writes for several magazines, instilled in Ryan a curiosity and appreciation for mechanical processes and equipment. So much so, that when Ryan graduated college with a B.S. in Finance, he still found himself eager to partake in the family business.

Ryan graduated from a small university outside of Pittsburgh called California University of PA. He spent the next 5 years working for his father's company in charge of sales. With a territory of Western PA and West Virginia, their company was in the top 3 of reps nationwide for Triad Boilers every year.



Ryan Wohlfarth E

In September of 2013, Ryan visited family in San Diego and fell in love with the city. He knew he had to move here and was a resident in November of that year. His first job was working as a Manufacturer's Rep for Heat Technology Products before being picked up by Rite Boilers in Commerce, CA.

Ryan spent two years at Rite Boilers. He was in charge of growing sales, developing reps, technical support, and increasing brand awareness. A niche area that Ryan worked on with Rite was the growing Micro and Craft Brewery industry. He was involved with sales to over 100 breweries in California alone. Some of the more notable breweries are: Belching Beaver Brewing, Coronado Brewing, Fall Brewing, Mike Hess, Modern Times, St. Archer's Brewing, and Track 7 Brewery.

After 2 years of living in Orange County and commuting to Commerce, Ryan was contacted by a headhunter to work for a company called Uponor where he would be able to live in San Diego again. Uponor is a leading provider of cross-linked polyethylene (PEX) plumbing, radiant heating/cooling, hydronic piping, pre-insulated piping and fire sprinkler systems for residential and commercial structures. Ryan is responsible for Technical Sales for Uponor and has a territory of California, Arizona, Nevada, and Hawaii.

Ryan resides in the Normal Heights neighborhood of San Diego with his fiancé, Samantha McGee, and their dog, Pogo.

On behalf of the ASPE San Diego Chapter #4 Board and membership, Ryan, we welcome you as a new member and look forward to your participation in the Chapter.

Michael D. Moyers, CPE
Best Interiors, Inc.
President / Membership Chair
ASPE San Diego Chapter #4

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Become an ASPE Newsletter Sponsor or Advertiser

\$350 CORPORATE SPONSORSHIP, includes:

- Sponsor Recognition in each of the 12 Monthly Newsletters
- Includes a Hot Link to Either Your Website or Email
- A Full-Page Sponsor Profile in 1 Issue

MONTHLY ADVERTISEMENT:

12 Mo. Issues — 1/4-Page Ad for \$450 OR

12 Mo. Issues – Business Card for \$200

EMPLOYMENT AD:

\$50 per month (FREE to ASPE Members)

FOR MORE INFORMATION:

Contact FRANK YOUNG, FCPE 619.980.4025 (cell) or pancho77@cox.net



ASPE MISSION STATEMENT

The American Society of Professional Estimators is dedicated to the promotion of the profession of estimating and to the benefit of the construction industry.

Click here for ASPE's CODE OF ETHICS.

ASPE Membership

n 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 Michael Moyers CPE at 858.737.7316 (office) or 619.843.6962 (cell) or:

michael.moyers@bestinteriors.net

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San Diego Chapter #4 Calendar of Events



Tuesday, November 15, 2016 (5:15 PM Registration) **ASPE San Diego Monthly Dinner Meeting**

Presentation by ProEst Software **Program:**

on "Innovations for Construction

Estimating"

Speakers: Jay Gerardi, Vice President

Vanessa Castillo and Chris Romo

Client Account Managers

Steve Schraibman, CPE In-House

Speaker: Arcor-Inc.

Riverwalk Golf Club Location:

1150 Fashion Valley Rd. San Diego

Tuesday, November 22, 2016 (5:30-7:30 PM) ASPE San Diego Board of Directors' Meeting

Location: To be determined

Friday, December 16, 2016 (7:00 AM Registration)

Joint ASPE/CSI San Diego Chapters **Christmas Breakfast Meeting**

Real Estate and Construction **Program:**

Economic Forecast for 2017

Speaker: Alan Nevin, Xpera Group

Location: Admiral Baker Golf Course Clubhouse

2400 Admiral Baker Rd, San Diego

CONTACT ASPE

ASPE San Diego Chapter c/o Margy Ashby 127 N. Westwind Drive El Cajon, CA 92020-2955

Phone: 619.749.1890

Email: info@aspechapter4.org

Chapter

Website: http://www.aspechapter4.org

National

Website: http://www.aspenational.org

Tuesday, January 17, 2017 (5:15 PM Registration) **ASPE San Diego Monthly Dinner Meeting**

Program: Presentation by Universe

Cladding Solutions

Speaker: Matt Ford

Senior Vice President of Sales

In-House To be determined

Speaker:

Location: Riverwalk Golf Club

1150 Fashion Valley Rd, San Diego

Tuesday, January 24, 2017 (5:30-7:30 PM) ASPE San Diego Board of Directors' Meeting

Location: To be determined

Tuesday, February 21, 2017 (5:15 PM Registration) **ASPE San Diego Monthly Dinner Meeting**

Estimating Challenges with **Tentative** DDEC Controls for MEP Systems

Speaker: To be determined To be determined In-House

Speaker:

Program:

Location: Riverwalk Golf Club

1150 Fashion Valley Rd. San Diego

Tuesday, February 28, 2017 (5:30-7:30 PM) ASPE San Diego Board of Directors' Meeting

Location: To be determined

Friday, March 10, 2017 (8:00 AM - 4:30 PM) **ASPE San Diego Education Seminar**

Program: "Pricing Change Orders Like a Pro"

Speaker: Anwar Hafeez - President

SDC & Associates

Location: To be determined

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WARD WINNER

Directory of San Diego Chapter #4 Officers and Directors



TECHNICAL COMMITTEES:

Certification:

John Balistreri, CPE Stephen Fisher, CPE

Education:

VACANT

Standards:

VACANT

STANDING COMMITTEES:

Chapter Awards Frank Young, FCPE

National Awards

VACANT

Nominations:

VACANT

Communications—

Website:

John Balistreri, CPE Michael Moyers, CPE

Communications—

Newsletter:

John Balistreri, CPE

Finance:

Frank Young, FCPE

Executive

Administrator

Margy Ashby

Ways & Means:

David Luhm, E

Public Relations/

Calendar:

Steve Schraibman, CPE

Membership:

Michael Moyers, CPE

Programs:

Dan Luckhardt, CPE Frank Young, FCPE

OTHER COMMITTEES:

Ethics

Dan Luckhardt, CPE Frank Young, FCPE

Mentoring:

Frank Young, FCPE

Scholarships:

Dan Luckhardt, CPE

Telephone:

Paul Chang, E

2016-2017 Chapter Officers

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President	Michael Moyers, CPE Best Interiors, Inc.	858.737.7316 619.843.6962-C	858.737.7317	michael.moyers@ bestinteriors.net
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3 rd Vice- President	VACANT			
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ASPE Certification



Top 10 Reasons to Become ASPE Certified

Everybody knows that MD following an individual's name means Medical Doctor. And most people know that CPA signifies Certified Public Accountant. Associations and professions use certification to recognize qualified and competent individuals. The certification process is one of the single most important steps in career development. Here are the top ten reasons an estimating professional should consider becoming ASPE-Certified.

- 1. Certification grants you professional credentials.
- 2. Certification demonstrates your commitment to the industry and estimating profession.
- 3. Certification enhances the profession's image.
- 4. Certification reflects personal achievement.
- 5. Certification builds self-esteem.
- 6. Certification can improve career opportunities and advancement.
- 7. Certification may provide for greater earning potential.
- 8. Certification improves skills and knowledge.
- 9. Certification prepares you for greater on-the-job responsibilities.
- 10. Certification offers greater recognition from peers.



ASPE Certification

The Certification of Professional Estimators is an acknowledgment that you have met, and continue to meet, the criteria established for this designation as determined by the American Society of Professional Estimators (ASPE). Attaining this recognition requires continuing commitments to ethics, education, and employment. It is a commitment by the individual to the construction industry and to ASPE.

ASPE certification is the highest form of professional recognition an estimator can receive. Through its certification program, ASPE recognizes the estimating proficiency and ethical awareness of the Certified Professional Estimator (CPE).

CPE recognition is being sought and attained by an ever growing number of construction estimators each year. It is the only program of its kind to attest that a construction estimator has met the necessary educational and experience requirements and has the capabilities required of our profession.

With such diversity of backgrounds among estimators, the development of programs for both education and certification of professional construction estimators has been a demanding and rewarding process. For all the varied disciplines and levels of detail, the fundamental principles of construction cost estimating remain universally applicable. Beyond these fundamentals, however, the realms of varied disciplines make construction estimating one of the most unique challenging, and fulfilling professions an individual may pursue.

ASPE recognizes the fundamental estimating principles inherent to all types of construction estimating. Whether for general, mechanical, electrical, or specialty disciplines, or for an owner, designer or contracting firm, the estimator requires knowledge that is applicable in virtually all circumstances.

Each candidate seeking certification must meet five basic requirements.

- Experience-Minimum of Five Years
- Completion of Orientation Workshop
- Technical Writing Abilities
- Communication Skills
- Successful completion of Certification Examinations.

The Certification Committee then evaluates each of the criteria for conformance to the program.

ASPE has established that a CPE candidate must possess a minimum of five years of estimating experience in a specific discipline to be accepted into the certification program.

All candidates seeking certification must complete an orientation workshop. This workshop provides the candidate with an overview of the requirements and guidelines of the certification process.

Communication Skills and knowledge of estimating must be demonstrated to the Certification Board. This is done through the writing of a technical paper on a subject approved by the Board.

The certification exam is designed to evaluate the CPE candidate's overall knowledge of estimating. It includes quantities, contract terms and conditions, cost reporting, ethics, and other fundamentals of estimating. The exams consist of a General Estimating Knowledge Exam (GEK) and a Discipline Specific Test (DST). The DST concentrates on specific practices such as General Contracting, Mechanical, Electrical, Excavation, and Concrete estimating. Preparation for the exam is recommended. A candidate will not be notified of CPE status until all requirements of the certification process have been passed.

Once recognized as a CPE, the estimator will be expected to keep abreast of current trends and improved practices in the construction industry. Conformance is measured under the provisions of the Certification Renewal Program. This program requires renewal of certification every three years. See the Renewal Program Guidelines for further details.

Professional evaluation through certification is one of many ways the American Society of Professional Estimators endeavors to promote the profession and benefit the construction industry.