

WHAT DO YOU WANT US TO BE?

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OK, this is not the last chance, but it is a new chance to voice our concerns, and our ambitions.

We're a varied bunch, we specifications writers, and with outstanding personal and professional attributes, skills, and expertise that are vital to the success of others. Our direction, dedication and our contribution to projects is often ignored or minimized in the minds of others, but we know (and many others also know) that what we do is proper, needed and important.

On days or during periods of frustration, we tend to shrink and retreat back to negative thoughts--guess if you're beaten over the head often enough and long enough, you tend to accept it, as proper and "right". This is a moderate failing we have, as a group. It is where we need tighter mutuality, more visibility, a louder message--a bull-horn expression that is both relentless and continuous

We have got to quit wimping around, wringing our hands, moaning on discussion boards, and whining about the situation--indeed the very situation that can be addressed, particularly if done so by a cohesive, up-front, viable and most astute *organization*: A professional organization that truly represents the heartfelt and deep concerns and interests of its member professionals in an active and collective voice.

Marshalling our resources, searches for new programs of outreach and "advertising", and direct interaction with other professional groups are the first orders of business. We all know what we represent and what we do and contribute--but we need to express and project all this to others, now; openly, properly, and with passionate and dedicated enthusiasm of those who truly believe in being correct and valuable. It is not for the sake of being "right", but for the sake of openly reinforcing what is written in other documents, what is supported by legal actions and case law; what is traditional, correct, proper, valuable and necessary to the success of others--be they colleagues, firms, clients, owners, prospective clients, etc.

We can easily take a lesson from biblical terms--"do not hide your lamp under a bushel"!

We need to overcome the tendency toward the "cutesy" and get to the hard hitting, professional astuteness (not confrontationally) that each profession and discipline needs to express to support its value, and to set forth its contribution to the whole. We may have to do this in each office by confronting bias, educating both old and new staffers, continuing the message in spite of rejection, overcome reluctance on the part of our owners and bosses, and show absolute rationale, necessity and need.

Could be we're merely selling "insurance"! Insurance that enhances chances of successful and profitable projects; insurance that avoids costly disputes, claims, legal maneuvers and litigation; insurance that our offices proceed in a rational, correct, proper, business-like and professional manner,

This is the time when we may be able--should be able--to influence new actions. With new officers coming to CSI, we need not try to overwhelm them, but we surely can make new voices heard, and provide a combined "members' collective expressions" of new vision, new concepts, new concerns, new interests, new programs, new publications, new directions, new contacts, and new...

The word is NOW! (Newly Offered Wisdom)

The 200 voices of SCIP can form a most impressive source of new information; certainly from differing and quite unique perspectives and from wide ranging experiences. There is little doubt that this group will be augmented by many CSI members who have identical concerns and even more variation in perspective and background. The prognosis for a large and formidable group is very good! the more the merrier--and the more poignant to the overall SCIP/CSI cause and future.

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Quit grouching and moaning; quit whining; stop mumbling. Stop being part of an inactive majority and become part of an active, vocal minority who will become the majority--seek others of like mind (they're out there!). We're usually outspoken, too often loud, quite opinionated; truly insightful, directed, dedicated, and knowledgeable.

How do we collect all that and direct it toward—

WHAT DO **YOU** WANT US TO BE?

and

THIS IS WHAT **WE** WANT TO BE!