Since 1956, ASPE serves the construction & engineering industries by providing education, training, fellowship and opportunities for professional estimating development.
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Hello Everyone,

I am honored to be elevated to President of Orange County Chapter #3. I join an incredible list of past presidents including Mike Mills, voted president-of-the-year in the nation a couple years ago, and Greg Clayton, my mentor in the business. These are extremely difficult shoes to fill but I will move forward as best as I can and with a tremendous support crew of Ron Svarc, Tom Smithson, Kathleen Schneider, Scott Porterfield, Dan Schottlander, Chia-yen, Wil Beukman and Mike Mills. We are saddend to see Greg leave but extremely happy for him in his new role: retirement. Greg leaves us with our books in order, money in the bank, processes in place for success, outrageous organized files and our 501-c6 designation in place. We can’t thank Greg Clayton enough. He is truly the president of the decade for this organization.
President’s Message

I met Greg in September, 1978 at Long Beach State. He asked me to join him at Sukut Construction as a quantity takeoff surveyor a week after we met in CE471 – Estimating, how apropos? I worked at Sukut Construction, then Lloyd Sukut Company and then on my own with Terry Gillespie at Gillespie Construction. On May 1, 1987, I rejoined Greg at Clayton Engineering, Inc. as a principal and 50% shareholder. We had a tremendous 13-year run in general engineering contracting until we met our demise in June 2000 over a disputed change order with the largest landowner in Orange County. We learned a great lesson and we are much better for it.

I thank Greg for all his mentoring, coaching, guideless and brotherly love he has given me the past 34 years. I wish him the best of bests on his new journey.

Steve Murow
TOPIC
“Gateway Cities Council of Government’s (GCCOG) Transportation Strategic Plan”
PRESENTED BY Jerry Wood

Date
Wednesday, November 14, 2012
Time
5:30 p.m. Social Hour & Networking
6:30 p.m. Program & Dinner
Location
Ayres Hotel 325 Bristol St. Costa Mesa, CA 92626
Cost $40
(Includes Appetizer, Choice of Salmon Beef Stroganoff, Vegetarian (Chef’s Choice), dessert, coffee/tea)
RSVP at www.aspechapter3.org

Talking Points

- GC Transportation Strategic Plan
- I-710 Transportation Initiatives
- Other Major Transportation Initiatives
- Transit and Multi-Modal Initiatives
- Goods Movement
- Air Quality Initiatives
- Transportation Technology
- What’s Still Missing

Calendar of Events

- NOV 14, 2012
  - Dinner meeting
    “Gateway Cities Council of Government’s (GCCOG) Transportation Strategic Plan”
    PRESENTED BY Jerry Wood

More information
Visit chapter website for calendar
Jerry R. Wood is the Director of Transportation and Engineering for the Gateway Cities Council of Governments (GCCOG), representing 27 cities and the unincorporated county areas of Southeast Los Angeles County (about 2.2 million residents.) The Gateway Cities area is anchored by the Ports of Long Beach and Los Angeles, the largest port complex in the United States, receiving about 45% of the nation’s imports.

Jerry works with the ports and port-adjacent communities, public agencies and the private sector to help develop community-based goods movement and infrastructure solutions that emphasize air quality, mobility, and public health.

For GCCOG, he is currently working on the I-710 Freeway Corridor, developing an integrated freight movement plan encompassing container movement, Intelligent Transportation Systems (ITS), air quality, freight movement corridors, public and private partnerships, and community involvement.

Jerry received a Bachelor’s Degree in Civil Engineering and a Masters Degree in Environmental Engineering from Ohio State University. He has extensive infrastructure project management experience in the fields of transportation, commercial site development, water and wastewater, with 25 years as a consultant on various transportation projects.
Times are tough in business right now, and most business owners are trying to cut corners in any way possible. Scaling back on your attention to ethics, however, can have catastrophic consequences.

No matter how tough the times are, that kind of risk is simply not worth taking. Tough times can easily make it seem worth trying to cut ethical corners if it looks like there might be some financial gain as a result. Don’t do it! As the saying goes, it’s never the right time to do the wrong thing. Besides, the legal, financial and public relations risks far outweigh any benefit you might imagine to be in store.

Here are some tips on things to do-and not do-to help keep your focus on doing the right thing through both the good times and bad.

1. **Know your company’s values and let those values dictate each and every business decision you make.** Don’t have a values statement? Don’t worry—you’re in good company as very few construction businesses do. Write one and write it carefully. You want to include a short list of the most persistent, most important priorities that should drive the behavior of every member of
your company. Your values statement needs to be so clear so that any employee, at any moment, and in any situation, can decide whether his/her intended actions are aligned with these essential values or not. Writing a great values statement is far more difficult than it sounds. However, taking the time to get it right is one of the best tools you can have for assuring that your entire company is doing what they are supposed to be doing regardless of any pressure to do otherwise.

2. **Know the law.** That may sound obvious, but it’s amazing how many construction business owners can’t list many of the laws that apply to their business. Without knowing the relevant business laws and how to ethically apply them, you’re not even in the game.

3. **Remember that you’re not the only one going through tough financial times**

   **right now.** Why does that matter? It not just because it might help you feel a little less alone—it’s because there are more potential clients than ever out there that would be happy for you to cut ethical or legal corners to help their bottom line. Sweetheart deals are on the rise in many places and conflict of interest actions appear to be at an all-time high. Just because another business owner or a local official tells you that something wrong is really okay, that doesn’t mean to make it so. If you are approached about a contract that
even feels shady—let alone one that you know to be shady—run, don’t walk, away from that other person or company as fast as you can.

4. **Pay attention to your thinking and, in particular to your rationalizations.** If you hear a voice in your head—or words from someone else—trying to make excuses for an action that doesn’t seem right, pay attention; this is one of the easiest ethical “red flags” for ethics problems to identify. If you need to try to justify your actions—especially if it’s before you’ve even done whatever it is—what are the chances that it’s really something right? The chances are low. Of course, trying to rationalize something doesn’t necessarily mean that the behavior is wrong. It’s just the sign of a risk. Once you become aware of a potential legal or ethical problem, though, you can’t ignore it. To do so simply leaves the door open to stepping over the ethical or legal line, however much you may say that doing so isn’t your intention.

5. **Pay attention to your gut.** If you feel that something may not be right, it probably isn’t. Mind you, our guts can steer us wrong, but it’s usually the other way around. In other words, we can often convince ourselves that something wrong is really okay (that’s why we need to pay close attention to rationalizations), we rarely tell ourselves that something okay is actually wrong. If it feels like you’re heading down the wrong path, pay close attention. If your gut’s correct, it’s never too soon to keep yourself from stepping over the line, nor is it ever too late to stop something inappropriate that you’ve been doing.

6. **Not sure whether or not something is ethical or legal?** Seek out knowledgeable peers and ask them. There’s never a problem with being unsure whether or not something is ethical or legal. However, there is a huge problem with being unsure and then doing nothing to find out.

7. **Everyone is in this together, and the reputation of the construction industry depends on every member of the industry.** If you see another construction business
owner or one of his/her employees doing something wrong, you can’t simply turn a blind eye. To do so simply isn’t holding up your end of the bargain. Be blunt with the other owner about your concerns—tactful, but honest. Let him/her know the nature of your concern, and give them a chance to explain. After all, you may have misunderstood what he/she is doing or, in fact, may actually be the one doing things incorrectly. You’ll never know, though, unless you have that direct conversation. Will it feel tough to confront them? Maybe. But think of it this way—if someone else had concerns about you, or one of your employees, would you rather they alerted you to it or simply ran down your reputation to others?

Ethics are funny. Everyone in business agrees that they (ethics) are critically important but believe that it’s every other company that needs to pay closer attention to them. Most business owners believe that they somehow could not possibly have a problem and that it’s always some other person or some other company doing things wrong. Obviously though, it can’t always be someone else.

The reality is that each one of us has the potential to cross the line, it’s just a matter of whether or not we land in the perfect storm in which we have a need or wish (usually financial or interpersonal) and the opportunity to try to meet that need by doing something in spite of it being wrong. Especially in the current economy, many more of us are feeling financial and other pressures and that can be fertile ground for thinking about stepping over the line. None of that means we are bad people—simply that we are human.

Fortunately, sooner or later the business climate will again improve. Like it or not, though, the risks we all carry for potential ethical problems will be with us all along. These seven tips will make it easier to stay on the right side of the ethical line no matter what shape the economy takes.

Written by:
Christopher Bauer, Bauer Ethics Seminars
Due to a last minute family emergency, our guest speaker Mr. Sean Rawson was unable to make his presentation. In life, when things suddenly change, go to Plan “B”.

Regardless, we were going to be charged for the dinners and the room. And what was the point in immediately going home when one would be sitting on the freeway during rush hour. Besides, we all had to have our supper. So, it was collectively decided among ourselves to have our dinner meeting anyway. The tables were rearranged so everyone could visually see one another. It was a round table discussion.

Everyone who attended got their turn to speak by giving a self introduction and discussing what each of us did professionally. It was a chance to hear new things, to socialize and get to know one another. It turned out to be quite successful. Everyone had a good time. There were about 15 of us and everyone in the room got to know one another a bit better, on a personal and informal level. Perhaps we should do it again.

Hopefully, Sean’s family is okay and we will see him another time for his presentation.

Regards,

Dan Schottlander, CPE
Welcome members! With the start of another year we are asking all members to think about, and reach out to, friends and colleagues who may also benefit from membership.

The American Society of Professional Estimators began in 1956. What started with fewer than 20 members in the Los Angeles area can boast today of thousands of members in chapters from border to border. ASPE was created with dedication and commitment to the idea of providing its members with tangible benefits:

- A professional society which promotes the highest standards and ethics in the practice of construction estimating.
- Continuing education through seminars and lectures on construction-related topics.
- An opportunity to become recognized as a Certified Professional Estimator (CPE) through the completion of our training and testing program.
- A means of personally communicating with fellow professionals on a monthly and annual basis, providing an opportunity to exchange information and gain professional recognition for yourself and your company.
Thoughts or Suggestions?

We are looking for your ideas and input regarding our newsletter and dinner programs. Do you have an idea for an upcoming dinner meeting? Would you like to be a presenter at one of our dinner meetings? Is there a topic of discussion that we should write an article about? Would you like to be a contributor to our newsletter?

Please contact ChiaYen Yuan at ChiaYen.Yuan@fgould.com.

If you have friends or colleagues who are--

- Currently CPEs or even just those who submit numbers on bid day,
- Looking for professional recognition for their experience,
- Supervising estimators and would like the staff to be more professional,
- An independent estimator who provides estimating services for others, or
- A user of estimating services as an owner, architect, engineer, or government agency, and would like to be assured of receiving professional estimates.

Let’s invite them to a meeting to engage with fellow professionals in the field and experience the benefits of membership.

Membership

Applications for membership can be downloaded from the national website- www.aspenational.org, or on our local website- www.aspechapter3.org. For more information, contact Greg Clayton at gclayton@4cei.com.
Greetings American Society of Professional Estimators (A.S.P.E.) Board Members,

The Southern California Section of the Association for Advancement of Cost Engineering International (AACE) would like to extend to your membership the opportunity to attend our Fall Symposium at discounted AACE member rates. Established in 1956, AACE International is a 501(c)(3) non-profit professional association. With over 7,500 members world-wide in 87 countries, the organization serves cost management professionals in the disciplines of project management, estimating, risk management, and claims.

The speaker roster for this year’s symposium includes industry leaders in construction cost and schedule management as well as advanced enterprise software applications on multi-$100 million programs. The topics address a wide range of current, technical issues providing solid exposure for professionals in the business development, design and construction industry.

The symposium is to be held in Palm Springs at the Hyatt Regency Indian Wells on November 9, 10 and 11. The attached brochure includes details and links for discounted registration and hotel accommodations. Please note that there is additionally an Early Bird member registration rate of $300 that expires on October 15.
The AACE Southern California Section is excited about making introductions with SMPS and exploring future opportunities. We hope we are providing SMPS a venue of interest for its membership and ask that if so the symposium flyer be put in circulation.

If you have any questions or would like to discuss in person or over the phone please call.

Sincerely,

Justin Peterson, CEP, PSP, LEED AP
AACE International Symposium Chair
The Southern California Section of AACE International will be holding the 4th annual Symposium to continue the Southern California tradition of sharing knowledge and highlighting talent and leadership in our industry.

November 9th, 10th & 11th
Palm Springs, California
Hyatt Regency Indian Wells
2012 FALL SYMPOSIUM

The premier event for Project Controls Professionals in Southern California. November 9th, 10th & 11th.

Industry Leading Speakers and Presenters

- Christen Bergerud, EcoSys
- Nelson Bonilla, Fluor
- Ryan Brady, Faithful+Gould
- Brian Criss, PSP, DRMcNatty & Associates
- Dave Davies, Parsons Brinkerhoff
- Marc Glasser, PSP, Jacobs
- Chip Golde, ARES Software
- Nick Harney, Faithful+Gould
- Marlene Hyde, CCC EVP, CH2M Hill
- Bill Maddex, Arup
- Ken McBroom, PSP, McCarthy Building Companies
- Don McNatty, PSP, DRMcNatty & Associates
- Allan Meyers, CPA, Moss Adams
- Michael Nosbisch, CCC PSP, Project Time & Cost
- Neil Opfer, UNLV
- Maria Petrov, Marsh Risk Consulting
- Ram Ramdass, PSP, O’Connor Construction Management
- Kathlynn Smith, Hunt Ortmann
- Craig Sorenson, Nitro & Associates
- Ray Stratton, PMP EVP, Management Technologies
**Preliminary Agenda**

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Track A</th>
<th>Track B</th>
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<tr>
<td>Nov. 09</td>
<td>1:00-4:30 PM</td>
<td>Neil Opfer, University of Nevada, Las Vegas (UNLV)</td>
<td>Justin Peterson &amp; Ram Ramdass, O’Connor Construction Management</td>
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<td>CCC/CCE Certification Exam Overview</td>
<td>PSP Certification Exam Overview</td>
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<td>6:00-7:00 PM</td>
<td><strong>President’s Reception</strong></td>
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<td>Nov. 10</td>
<td>7:00-8:00 AM</td>
<td>Breakfast</td>
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<td>8:00-8:15 AM</td>
<td>Welcome</td>
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<td>8:15-9:15 AM</td>
<td><strong>Keynote: Marlene Hyde, AACE International President</strong></td>
<td><strong>State of the Association</strong></td>
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<td>Morning Break</td>
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<td></td>
<td>10:00-10:50 AM</td>
<td>Christen Bergerud, EcoSys</td>
<td>Don McNatty, DMRMcNatty &amp; Associates</td>
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<td><em>Earned Value for the Rest of Us</em></td>
<td><em>A Process for Reviewing Submitted Schedules in Primavera P6 r8.x</em></td>
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<td>11:00-11:50 AM</td>
<td>Allan Meyers, Valerie Smith, Moss Adams LLP and Neil Murphy, O’Connor</td>
<td>Ken McBroom, McCarthy Building</td>
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<td>Construction Management</td>
<td><em>Pull Planning in Construction</em></td>
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<td>Construction Auditing: Common Cost Control Pitfalls</td>
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<td>12:00-1:00 PM</td>
<td>Lunch</td>
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<td>1:00-1:50 PM</td>
<td>Ryan Brady, Faithful+Gould</td>
<td>Jim Zack, Navigant Consulting</td>
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<td><em>Public Private Partnership Case Study: Jim Pattison Outpatient Care &amp; Surgery Centre</em></td>
<td><em>The Impact of Rework on Construction Projects &amp; Some Practical Remedies</em></td>
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<td>2:00-2:50 PM</td>
<td>Ray Stratton, Management Technologies</td>
<td>Brian Criss, DMRMcNatty &amp; Associates</td>
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<td><em>Keeping Earned Value Management Simple</em></td>
<td><em>Leading Change: Strategies and Considerations for Implementing New Software Applications</em></td>
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<td>2:50-3:10 PM</td>
<td>Afternoon Break</td>
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<td>3:10-4:00 PM</td>
<td>Chip Golde, ARES Corp.</td>
<td>Ram Ramdass, O’Connor Construction Management</td>
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<td><em>ARES Prism G2 Software Spotlight</em></td>
<td><em>Qualitative Schedule Risk Analysis Using Traditional Schedule Metrics</em></td>
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<td>4:10-5:00 PM</td>
<td>Michael Nosbisch, Project Time &amp; Cost</td>
<td>Neil Opfer, University of Nevada, Las Vegas (UNLV)</td>
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<td><em>Earned Value Management in Construction</em></td>
<td><em>Improving Construction Productivity</em></td>
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<td>6:00-7:00 PM</td>
<td><strong>Sponsors Reception</strong></td>
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The Southern California Section AACE reserves the right to make changes to the above agenda as necessary.

Agenda Continued on the next page
Preliminary Agenda (Continued from Previous Page)

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<thead>
<tr>
<th>Day</th>
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<th>Track A</th>
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<tr>
<td>Nov. 11</td>
<td>7:00-8:00 AM</td>
<td>Breakfast</td>
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<td>8:00-8:50 AM</td>
<td>Dave Davies, Parsons Brinkerhoff FTA Risk Assessment for Transit Capital Projects</td>
<td>Nelson Bonilla, Fluor Schedules and Liars</td>
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<td></td>
<td>9:00-9:50 AM</td>
<td>Bill Maddex, Arup Public Private Partnership Update</td>
<td>Maria Petrov, Marsh Risk Consulting Construction Audits</td>
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<td>9:50-10:10 PM</td>
<td>Morning Break</td>
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<td>11:00-11:15 PM</td>
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The Southern California Section AACE reserves the right to make changes to the above agenda as necessary.

Keynote Session featuring AACE International President
Marlene Hyde, CCE EVP, CH2M Hill

Ms. Hyde will provide a “State of the Association” address to discuss leadership’s ongoing efforts to increase value to AACE International members and the cost engineering industry. She will highlight new initiatives recently launched as well as plans for the coming year. Don’t miss this opportunity to meet our new Association President.
Online Registration is now open!

http://www.aace-scs.com/special/registration

Register now — Early bird pricing extended till October 15th.

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Hyatt Regency Indian Wells Resort & Spa
44-600 Indian Wells Lane
Indian Wells, CA 92210
www.hyattregencyindianwells.com

Discounted rooms are available—savings start at $50/night:
https://resweb.passkey.com/go/aacefallsymposium

2012 Fall Symposium. The premier event for Project Controls Professionals in Southern California. November 9th, 10th & 11th.
Sponsors for this year’s Symposium include the following:

Firms interested in sponsoring the 2012 Fall Symposium may contact Justin Peterson at (702) 480-5289 or jpeterson@ocmi.com for additional information.
If you would like to advertise with us, contact ChiaYen Yuan at chiayen.yuan@fgould.com

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Company Member Representatives

AECOM Technical Services, Inc. American Wrecking, Inc. Ampam Parks Mechanical ARB structures, Inc.

Arcadis Bert L. Howe and Associates Brussel Consulting & Const Mgmt Contracting Engineers Inc.

Construction Cost Controls Cumming DIRTONU, Inc. Dynalectric Company Faithful + Gould fs3 PM/ CM

gafcon Jacobs Engineering Kanda Project Services Corp KGA, Inc. Lombard Consulting Services, Inc.

McKissack & McKissack O’Connor Construction Management, Inc. Phoenix Planning Pipeline Suite

Prime Pacific Construction Services Raymond-Southern California Red Hill Services Construction

Richman Konoll Associates Ronald Fedman Associates, Inc. Swinerton Builders The Moote Group
Our chapter Facebook account is up & running—ASPE Chapter 3, Orange County—we have added a few friends from last month and we need more! If you have an account, look us up, so you can follow our status for upcoming events!

Canon #1
Professional Estimators shall perform services in areas of their discipline and competence.

Canon #2
Professional Estimators shall continue to expand their professional capabilities through continuing education programs to better enable them to better serve their clients, employers and the industry.

Canon #3
Professional Estimators shall conduct themselves in a manner, which will promote cooperation and good relations among members of our profession and those directly related to our profession.

Canon #4
Professional Estimators shall safeguard and keep in confidence all knowledge of the business affairs and technical procedures of an employer of client.

Canon #5
Professional Estimators shall conduct themselves with integrity at all times and not knowingly or willingly enter into agreements that violate the laws of the United States of America or of the states in which they practice.

Canon #6
Professional Estimators shall utilize their education, years of experience and acquired skills in the preparation of each estimate or assignment with full commitment to make each estimate or assignment as detailed and accurate as their talents and abilities allow.

Canon #7
Professional Estimators shall not engage in the practices of "bid peddling" as defined by this code. This is a breach of moral and ethical standards, and a member of this society shall not enter into this practice.

Canon #8
Professional Estimators and those in training to be estimators shall not enter into any agreement that may considered acts of collusion or conspiracy (bid rigging) with the implied or expressed purpose of defrauding clients. Acts of this type are in direct violation of the Code of Ethics of the American Society of Professional Estimator.

Canon #9
Professional Estimators and those in training to be estimators shall not participate in acts, such as the giving or receiving of gifts, that are intended to be or may be construed as being unlawful acts of bribery.
We Need Volunteers!!

We need your help! Anyone who is interested in serving on a committee for the OC chapter, please contact Greg Clayton at gclayton@4cei.com for more information. This is a great way to give back to ASPE both personally and professionally. We encourage you to attend a board meeting to see what it’s all about. We meet every other month in a physical location and all ASPE members are welcome to attend.

Welcome

We look forward to seeing you at this month’s dinner meeting.

Serving construction estimating professionals by promoting ethical behavior, professional development, continuing education, standardization, certification and fellowship.

Do you Tweet? With the advent of all of the social networking going on I figured we should be keeping up with the technology. For those of you not in the know, Twitter is a website that allows postings, called tweets, of no more than 144 keystrokes (yes, spaces count). With Twitter you can find individuals such as ASPE’s national Executive Director (ASPENatExecDir), other chapters (ASPE12Reno or ASPE51SLCUTah), construction related organizations such as NAWIC, MC2, or McGraw Hill.

I intend on finding links to individuals and organizations that may be of interest to our membership. If you find an organization that you think would be of interest to our chapter membership let me know. Just post a tweet to ASPE3OrangeCty and I’ll be sure to link us to the account.

Do you have insights to pass on to our membership regarding the construction industry in Orange County? With a Twitter account you can pass them along quickly. After all, how long can it take to type 144 characters? See a website or blog you think may be of interest, post the link with one tweet and the whole chapter can see it too.

Try it out. Even if you never post anything, you can follow the postings of whoever you may find interesting. Hopefully, one of those will be ASPE3OrangeCty.

Thank you for reading ASPE OC Chapter3.
**ADVERTISING**

**CALLING FOR PRESENTERS!**

Interested in giving a presentation at our chapter dinner meetings?

Interested in getting your company name out to members?

Come educate and Share with our members!

Contact **Tom Smithson** at tedwardsmithson@gmail.com for more info!

If you would like to advertise with us, contact **ChiaYen Yuan** at chiayen.yuan@fgould.com

---

**DIRTONU, Inc.**
Expert Witness & Litigation Support
Construction Oversight Consultants
Steven M. Murow, Principal

Mass Grading, Excavation, Site Development
Standard of Care, Damage Calculations
Quantity Verification & Cost Estimating

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Office: 1.949.988.3271
Toll Free: 1.855.789.DIRT(3478)
smurow@dirt-expert.com www.dirt-expert.com

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Ron Svarc

LCPE, GC, MBA
Estimating
Project Management
Expert Witnessing

144 12th Street
Seal Beach, CA 90740

Phone: 562-296-8466
Mobile: 949-683-4751
kickerron@gmail.com

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