

Exhibit C: Third party articles or blogs (multiple screen shots) explaining the significance and importance of CCCA certification.

The screenshot shows the NCARB website's blog page. The main article is titled "Deciphering Architects' Credentials" by Samantha Miller, dated 9/7/14. It features an image of a stack of business cards with the NCARB logo and text: "Stephen E. Serfass NCARB LEED AP v3". The article text explains the importance of various credentials: NCARB Certificate, Registered Architect (RA), AIA Membership, Leadership in Energy and Environmental Design (LEED), and CSI Membership and Certification. It also includes a "Comments" section with a login form for users to start a discussion.

Deciphering Architects' Credentials
9/7/14 by SAMANTHA MILLER
NCARB Certificate, Licensure

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02/20/2012

CSI Certification: Set Yourself Apart

According to the Bureau of Labor and Statistics (BLS) back in 2008, the architecture profession was one of the hardest hit professions when it came to layoffs. However, a year later in 2009, the BLS stated that between then and 2018, the architecture profession will grow "faster than the average" with a total increase of 16 percent. Other construction professionals, according to the BLS, will also see a similar increase with the exception of mechanical and electrical engineers, which expect a much smaller increase of around 2 to 6 percent. The construction trades will also see a moderately aggressive increase over this time period.

Why is this outlook important? When the work begins to increase, so will the demand for employees, and with the large field of eligible prospects (i.e. those without jobs and looking), the competition for the jobs that become available will be aggressive. The key to securing one of those jobs is to stand out above your competition—and the CSI Certification program can help give you that extra competitive edge.

Time and experience in practice are good measurements for evaluating employee candidates; but time and experience does not objectively show that you understand the construction process and the documents used in getting a project built. Through CSI's Certification Program, there is something for everyone in the construction industry that will help you prove to others that you do understand the construction industry and, specifically, your profession.

The **Construction Documents Technologist (CDT)** Certificate: This is the ideal starting point for anyone in the construction industry. By passing the CDT, you have demonstrated your understanding of the design and construction process; the purpose and importance of clear, correct, complete, and concise construction documents; knowledge of General Conditions and their relationship to the specifications; the various types of delivery methods available to construct a project, and the contractual relationship between the parties of each. The CDT is the prerequisite for the following CSI certifications.

The **Certified Construction Contract Administrator (CCCA)**: If you are an individual who is regularly engaged in the administration of a construction contract during the construction, or have responsibilities that extend into the construction phase, the CCCA is the next step. This certification focuses on the details of the construction process from contract execution to final completion; including subjects on site observation, pay applications, contract modifications, submittals, substitutions, and project closeout.

The **Certified Construction Specifier (CCS)**: The CCS is the oldest of CSI credentials, which was first offered in 1978. With this certification, you have shown that you have mastered the ability to properly prepare a set of construction specifications to convey the qualitative requirements of a construction contract. This certification covers subjects such as page layout per PageFormat, section organization per SectionFormat, specification language, Division 01 General Requirements, and master guide specifications.

The **Certified Construction Product Representative (CCPR)**: Every product representative wants to sell more of their product, and one of the best ways of doing this is by learning how to do it better. The CCPR credential shows specifiers and other construction professionals that you understand their business as well as your own—it establishes that credibility that is so important for a product representative to become that "golden rep": the "go to" person who knows their specific industry.

That is CSI's Certification Program in a nutshell. If you were an employer and you had several candidates of equal strengths and experiences, but there was one with a CSI credential, which one would you choose?

I thought so.

Posted at 06:10 PM in [Architectural Profession](#) [Certification](#) [Construction Documents](#) [Construction Industry](#) [Contract Administration](#) [Contractors](#) [Design Professionals](#) [General Conditions](#) [Owners](#) [Specifications](#) [Specifiers](#) | [Permalink](#)

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I earned the CDT last fall and I wish I had done it years ago! It's a great program that brings clarity and order to what often is a fuzzy process. I hope the BLS predictions are correct - I'm working on the CCCA now.

Posted by: Deborah Corr | 02/21/2012 at 07:23 AM

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CSI Certification – It’s Worth the Effort

by David Stutzman | Jan 2, 2012 | Construction Administration, CSI, Professional Practice, Specifications | 0 comments

I heard specs mentioned once in school. It was in one class of the professional practice course – the 30 hour course to teach students everything they need to know about running an architecture business, including writing specs. Still I had never seen a spec and had no clue what it was. What was my first project after graduating college with an architectural degree? A prominent design? No, measuring and documenting 65 existing buildings at [Letterkenny Army Depot](#); calculating energy savings; estimating construction costs; and finally writing the project specifications using the Corps of Engineers master specs.

Did school prepare me for this assignment? YES and NO. I could certainly measure and document the existing buildings. Thanks to 4 years of MEP engineering in school, I could do the calculations. Estimating was a joint effort with the project manager, so I got by.

The Specs, Oh the Specs!

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Career Lessons

Joe Shatto, the project manager, guided me while I wrote my first spec. Joe was a great help. He was a long term CSI member and the president of the Central Penn Chapter of CSI at the time. He taught me what would become the content of CSI’s Certified Document Technologist (CDT) program. Invaluable lessons early in my career.

Today, it is easier for many to learn the CDT concepts. There is no need for one-on-one teaching as for me. CSI has a well established program. CSI chapters help students prepare for the exam with local classes. Even on-line help is available.

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Important Dates

Early Registration (discounted) February 2, 2012
Final Registration March 2, 2012
Test Dates April 2 to April 28, 2012

Registration

www.csinet.org/Main-Menu-Category/Events_1/CSI-Exam-2012-Spring-National-Exam-4212-42812.aspx

Basic Information

CDT – Certified Document Technologist www.csinet.org/cdt
CCS – Certified Construction Specifier www.csinet.org/ccs
CCCA – Certified Construction Contract Administrator www.csinet.org/ccca
CCPR – Certified Construction Product Representative www.csinet.org/ccpr

Choose Your Battles; Win the War

I must admit that I completed my CCS certification before CDT was conceived. But I must tell you that the certification gave me credibility as an architect specifier in an engineering company. When I challenged the engineers’ specifications, there was a sense of authority. I could cite the CSI Manual of Practice. The engineers could not. I could provide reasons for writing as I did. The engineers could not. Did I win every battle? Certainly not. But the war was mine with a studious determination to make the specifications better.

The Challenge

Now I pass the challenge to you, as I have to my staff, to earn your certification and to bring the same credibility and respect to your work in construction. Begin with the CDT, the basis for all other certifications.

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Construction Specifications, Certifications & the In-House Spec Writer

An experienced, well-rounded architect knows that good architecture goes beyond design itself. Successful buildings – those that serve their occupants well and are constructed of high-quality materials able to stand the test of time – incorporate the specialized expertise of a specifications writer. An often overlooked and increasingly outsourced position, the spec writer is an invaluable member of the in-house design team. In this post, [Associate Principal Alexander Lungershausen, AIA, CSI, CCS, CCCA, LEED BD+C](#), explains the role of the construction specifications writer, the benefits of having in-house expertise, and yes, what all the letters after his name actually mean.

How/why did you become involved in [CSI Portland](#)?

As an architect, I've always had an inherent interest in the technical aspects of the profession and how they influence design. I was originally educated in Germany, where the technical side of this industry is as highly regarded and taught as the artistic side. In 2001, a colleague in the office where I was working invited everyone to attend technical presentations put on by CSI Portland. I began to attend these presentations regularly, and eventually became the specifications writer at that firm. I also became more and more involved with CSI, becoming a committee leader and then a board member. While drawings tell you where elements are in a building's design, specifications tell you *what* those elements are. Specifications control the quality and the workmanship in the execution of a project. A building that is assembled well performs well, which leads to return commissions.



What led to you pursue certification as a CCS and CCCA?

Initially I became a Certified Document Technologist (CDT). That certification demonstrates an understanding of the documents and the relationships between all the parties who are involved in the construction of a project. Passing the CDT exam is a prerequisite for CSI's advanced certifications.

I became a Certified Construction Specifier (CCS) because it is a great way to develop a better understanding of the interaction of all the information bound into the specifications. Beyond the materials, products, and quality control, specifications also manage the relationship between all involved during construction. Not many people do it – most architects are in this field because they want to design and draw; I am no exception to that. That also means there aren't as many people focused on specifications, or teaching that skill set. Preparing for the exam involved two to three

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hours of studying each evening for many months. The exam questions check understanding, not simply whether you've memorized the preparation materials.

Becoming a Certified Construction Contract Administrator (CCCA) was a way to evolve my building documentation knowledge and better comprehend the relationships between the owner and contractor during the period of construction and beyond. Specifications expand on the contractual relationships between Owner, Contractor, and Architect. I believe it is invaluable to better understand where the legal lines are drawn and how to best create an underlying set of rules that allow a smooth management of these contractual relationships.

Do your certifications and training/expertise impact your work at Hennebery Eddy, in terms of your project design work and more broadly? Is your role, or your perspective, different than architects without this training and certification?

As a spec writer on big projects and as a mentor on smaller projects, I get to teach people to write their own specs, which helps them realize the importance of controlling this aspect of our work. If people are forced make decisions of all aspects of a product/material, they realize quickly what an important tool the specifications are. Functionally speaking, I continue to work on a variety of projects, which keeps me connected to the design and client relationships. And, as a primary point of contact for our many vendors, I enjoy working with the individuals at manufacturing companies who have expertise and have allowed me to become an easily accessible technical resource.

What are the benefits of having CCS and CCCA certified individuals in house?

To my knowledge, I'm the only person in Portland with both CCS and CCCA certifications. In-house spec writers are becoming rare. There is software that facilitates spec writing, but it doesn't necessarily translate to people having the knowledge to successfully put together specifications. An in-house specifications writer offers the advantage of touching many projects, which creates an ongoing learning and sharing between projects; I usually hear pretty quickly what can be improved in our project documentation. As an in-house spec writer, I can continually incorporate the experience into our developing office specification master and am also the keeper of Hennebery Eddy's institutional memory. This institutional memory is one of the qualities that sets us apart from other firms. A trait many spec writers share is that we love learning. Products and systems change all the time, and I enjoy learning from vendors and manufacturers, who often know best about the innovations and challenges of their products and their respective installation. As an easily accessible resource during the development of projects, an in-house spec writer has a calming effect on the team and therefore the development of the project.

Anything other thoughts you'd like to add?

It's very important to me to share the positive influence of specifications writing on the success of projects. I hope emerging architects will start building an interest in spec writing earlier in their careers, because it's a part of an architect's skill set. CSI is a great way to learn more, not just through certifications, but to by getting involved in a community whose primary goal is to bring all involved in the building industry together and break down the silo mentality.