

## ARE SPECS A "REACH"?

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Are specs a "reach"? Well, we suggest that in themselves they are not, but in the world in which they operate they are--in several ways.

It is a "reach" up, down and all around, often times, in professional offices to get all staffers to understand and "buy-into" the specifications, their use and content; their production and impact their production by consultants. Many on staff, of course, are not of the experience to realize the value, direction and potential impact of specifications. While expert to the point of wizardry in CAD and similar operations, these staffers can too easily come to the point of things omnipotent and a relative disregard or even disdain for specs--a simple matter of not understanding what the documents are and how they are to interrelate! And how they protect and illuminate!

In other aspects specifications are a "reach out" situation. Here there is need to truly open discussion and explanation with other organizations, firms, people, allied industries, companies, and members both the construction industry and the general public. This is a needed effort to both inform and in a sense, educate, as well as to familiarize and offer services to others to assist in programs where specifications can and are a benefit totem. Often, too, it is a time when misuse of specifications can be corrected, and explanation offered on how better to produce specifications of greater value and for direct use by others (deletion of superfluous information for example) while still making associated options and language available (for use if needed). Merely a way to make better.

And a time too, to "reach up"! To strive to improve what we have now, and to expand our efforts, relationships and directions. To fulfill strategic planning for a better organization, and widen the expertise internally and share it externally. It is a time to "reach up" and move from where we are to other places where we should and can be, both technically, and informationally. To project CSI and SCIP in a manner that others will "reach" back when they see a need we can fill; to "reach up" to a new place where expertise is available, and well offered, as in the sense of a true and reliable resource to others.

It is that time when it is simply right to "reach the conclusion(s)" that CSI and SCIP are rather hidden treasures, of tremendous value to others, who in the main either know nothing of us, or have summarily dismissed us (for any of many reasons). Time to "reach deeper" and objectively review our place and our programs, of our demeanor and image; our standing, exposure, and to "reach" new directions that can benefit our effort by helping others.

"Reaching for the heavens?" Well, put it any way you wish, but let's just resolve to "make a reach" and try to be different by being better, new, refreshed, and of even greater value--to "reach" that new place where we are less pompous, less settled, less reclusive, and less self-satisfied.

To at least "reach" out, not recklessly, but in a studied manner to become more in some ways, and quite different in others. To "reach" with new enthusiasm to things new and better, for others--and surely for ourselves!