



Tapping  
the Future

2014

CONFERENCE  
KITCHENER•ON

CSC Conference 2014 – TAPPING THE FUTURE  
Kitchener, Crowne Plaza Kitchener/Waterloo  
May 21-25, 2014

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Session	8A
Date	May 23, 2014
Time	3:30 – 4:30
Speaker	Paul Gerber

### **Misguided Guide Specs – What Specifiers want and need**

Manufacturers and/or Suppliers want their Products specified. Specifiers specify Products to be used. Specifiers need information in order to specify Products. Manufacturers/Suppliers have information that let Specifiers specify their Products. Some Manufacturers/Suppliers provide “guide specifications” in order to assist the Specifier. The question is do your guide specs actually help the Specifier save time and energy, making your Product Reps the “Golden Rep” or “Go-To Guy/Gal” or do they make the Specifier pull their hair out? Find out what the Specifier is looking for, what their biggest pet peeves are with guide specs and how you can make your guide specs useful. Find out the Top 10 Problems with Manufacturer’s Guide Specs and how you can help the Specifier in attaining both their goals and yours.

### **Speaker bio**

Paul Gerber is a Specifier with DIALOG in their Toronto Studio. During his 24 year architectural career, Paul has been involved in all aspects of the business from drawing production to contract administration, finally landing in his current role specifying. His thorough understanding of building science and building products coupled with a keen eye for detail, an in-depth knowledge of contractual agreements, the bidding process, specifications standards and his ability to look at the coordination of individual products and systems into the overall project scope; Paul is able to positively affect the construction documents at all stages of the project.

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**Construction Specifications Canada•Devis de Construction Canada**

120 Carlton Street, Suite 312, Toronto, Ontario, M5A 4K2

• Tel(416) 777-2198 • Fax(416) 777-2197 (Toronto)• Fax (800) 668-5684 (Canada)

Email: [info@csc-dcc.ca](mailto:info@csc-dcc.ca) • WebSite: [www.csc-dcc.ca](http://www.csc-dcc.ca)



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### Speaker contact information

Paul Gerber

Specifier

Dialog

Suite 1000, 2 Bloor Street East

Toronto, ON M4W 1A8

Telephone: (647) 438-4214

[pgerber@dialogdesign.ca](mailto:pgerber@dialogdesign.ca)

[www.designdialog.ca](http://www.designdialog.ca)

LinkedIn: <http://ca.linkedin.com/pub/paul-gerber-csc-csi/9/64a/653>

Twitter Handle: @PaulDGerber

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