



# AMERICAN SOCIETY OF PROFESSIONAL ESTIMATORS

## GREETINGS FROM YOUR PRESIDENT

### Bob Kovacs

*In an effort to continue to provide presentations on relevant, practical information, this month's lunch presentation will be conducted by All Crane.*



Well, I've completed my CPE tests, and I've got to say, the tests were "interesting" to say the least. I wouldn't say that they were difficult, but the wording on many of the questions was somewhat vague, and given that construction isn't always a "black and white" industry, there were many cases where more than one answer could have been viewed as correct. Results are due out in September, so we'll see if I was able to answer enough of the questions the way the test writers thought I should.

In an effort to continue to provide presentations on relevant, practical information, this month's lunch presentation will be conducted by All Crane, and will address types of cranes, how to determine the right type and size of crane to use on a project, and how to estimate the cost of the crane and operator. Our members come from a variety of backgrounds in different segments of the industry, but we all encounter cranes in some way, shape or form in our business, so hopefully this topic will prove to be as useful as I think it is.

Lastly, the National Convention was held in Grapevine, Texas last month, and Reed Thomas and Dan Ergle served as our delegates. I know Reed has provided some photos and commentary on the convention that appear elsewhere in this newsletter, and hopefully Dan and/or Reed will be present this month to provide us with a firsthand account of what transpired at the Convention.

Hope to see you all on Thursday!

Regards,

Bob



## ASPE LUNCH PROGRAM

THURSDAY

August 19, 2010

11:30 am – 1:00 pm

CROSS CREEK CAFE

1221 Cross Creek Pkwy  
Atlanta, GA 30327

Price \$15.00

RSVP is required.

Please RSVP to  
LaTarsha Bailey  
at 404.609.9006 or  
respond via email by  
Wednesday  
August 18, 2010.

Check out the latest ASPE Atlanta  
Chapter No. 14 events at  
[www.aspeatlanta.org](http://www.aspeatlanta.org)





LARRY K. FRECKMAN  
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#### AUGUST 2010 LUNCH PROGRAM

LARRY K. FRECKMAN  
General Manager

MARK CHEATHAM  
Crane Specialist

BRIAN FULLER  
Safety Manager

#### AUGUST 2010 ASPE LUNCH PROGRAM

ALL Crane is North America's largest privately held crane and lift equipment rental and sales company, recognized for crane rental and crane sales around the globe. Need to rent a crane? Need to buy a crane? Trust ALL. Their cranes-for-sale fleet is unparalleled, fueled by the regular maintenance of North America's most advanced crane rental fleet. And at ALL, they take pride in their singular focus on heavy equipment — lift equipment. They rent, sell, and service ONLY cranes and other lift equipment. So when you hire ALL, you hire a dedicated team of experts. Their experience can be measured, and it adds up to help make you more productive, efficient, and profitable.

**Prompt Service, 24/7.**

**We make ALL the Difference™**

ALL Crane cranes for sale and cranes for rent come from one of the largest and most diverse fleets of construction lift equipment in the nation. Plus, every piece is maintained and serviced by their own technicians. They rent and sell cranes from the latest and most technologically advanced fleets. Their for-sale and rental fleets include cranes from Manitowoc, Grove, Link-Belt, Terex Demag, Terex American, Tadano, Liebherr, Broderson, and Shuttlelift. Tower cranes from Peiner and Potain. Aerial work platforms from JLG, Skyjack, Skytrack Genie, UpRight, Snorkel, and Grove Manlift. Boom trucks from Manitex, National Crane, and Terex. And forklifts including Lull and Gradall.

#### ALL Crane Presentation Outline

- Brief detail about ALL Crane including basic crane information and an ALL Equipment guide with list of cranes and capacities
- A lift plan presentation with some basic information on calculation and set up of cranes for any job site
- A brief presentation regarding safety guidelines pertaining to crane operations

While these presentations will be about basic information, ALL Crane has crane technicians available for jobsites to assist in set up and determining what capacity crane is required.

#### ASPE Program Lunch July 2010 Meeting Minutes

No ASPE Atlanta Chapter No. 14  
Meeting Minutes  
to be reported.

Information for this article was taken from the  
ALL Crane website at: [www.allcrane.com](http://www.allcrane.com)



Grapevine, Texas  
July 7-10, 2010

# 2010 CONVENTION

## ASPE 2010 Estimating Academy and Convention

Reed Thomas and Dan Ergle attended the ASPE 2010 Estimating Academy and Convention in Grapevine, Texas as Instructors.

Grapevine actually turned out to be a great venue for the convention (go figure, Dallas in July!), but it is aptly named with lots of wineries and tasting rooms in the area. It was not as hot as it could have been, and I would say a successful convention, though the attendance was down. There were some good workshops, great sponsors, good food and of course, lots of people to get caught up with and new people to meet.

I can't say as there was much to vote on or debate about, though. The biggest issue was trying to get all chapters to send delegates to the convention. Some were for a penalty, others for a reward or incentives, but in the end, all versions got shot down. I expect this issue may come up again in the future, as it is important that all chapters be represented at the convention.

We have a new Southeastern head name Mark, who actually works for Wal-Mart. Seems like a very good, sincere guy who generally wants to help all chapters to expand and bring more benefits to the members. He will be sponsoring an event at Wal-Mart in AK in the fall and would like as many people to be there as can go. He will be getting Wal-Mart to help with local discounts.

My class on estimating for sustainable buildings seemed to go well, and I've been asked to write a section that will go into the updates for the Standard Estimating Practice book.

One of the highlights is always the President's party, and we had some great barbecue at an adjacent dude ranch (probably the best I've had) and a mechanical bull!

I couldn't get Dan to ride it, so I had to represent our chapter. I think I did pretty good. Even got my wife on it. – by Reed Thomas



Photographs courtesy of Reed Thomas.



Grapevine, Texas  
July 7-10, 2010

# 2010 CONVENTION

## ASPE 2010 Estimating Academy and Convention

### Convention Notes

The 2010 ASPE convention at Grapevine, Texas was a great success in my opinion. The ASPE staff (Patsy and the gang) exceeded all expectations from the choice of hotel/conference center, meals, meeting accommodations, and party arrangements. The President's Party included great food, karaoke, a mechanical bull, and some great fun. Enough about that, but each of you should try to attend a convention at some point.

The Estimating Academy attendance was well attended. Courses were offered in a variety of subjects in the industry. These courses were set up to help estimators with various ranges of experience and fields of expertise.

For convention business, this year was a little different. Only a few items were up for discussions and voting, keeping the meeting shorter than normal.

A new slate of officers has been sworn in for the coming year. If any of you have not noticed, the new President (Keith Jones) is from the Southeast Region (Nashville), and the 3rd Vice President (Doyle Phillips) is also from the Southeast Region (Arkansas).

As for Certification news, the committee continues to make progress with concentrations on accurate tests, computer standardization, and refinements to improve our processes.

There are some pictures floating around, many of which are on the national website. Feel free to check those out when you have some time at [www.aspenational.com](http://www.aspenational.com).

Dan Ertle  
ADE Construction Consultants, Inc.  
Southeast Certification Chair  
Atlanta Chapter Certification Chair

For more pictures, visit the ASPE National website and see the link below.



# 2010 CONVENTION

# PHOTOGRAPHS

# ASPE ATLANTA CHAPTER NO. 14

## ASPE Code of Ethics Basic Canons

**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 serve 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 or client.

**Canon #5** - Professional estimators shall conduct themselves with integrity as 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. They shall establish guidelines for setting forth prices and receiving quotations that are fair and equitable to all parties.

**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 practice 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 be considered acts of collusion or conspiracy (bid rigging) with the implied or express purpose of defrauding clients. Acts of this type are in direct violation of the Code of Ethics of the American Society of Professional Estimators.

**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.

## 2010-2011 ASPE Officers

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