



## Lean Construction Institute

Building Knowledge in Design and Construction

Language matters. This simple lesson was driven home to me last week after my son's wedding. We were in Detroit with the Chaldean community, celebrating his wedding to the beautiful daughter of an Iraqi Catholic immigrant family that dates their ancestry to Chaldea and their Catholicism to a fourth century negotiation with the Pope. It was a wonderful celebration. On the Tuesday after Labor Day, the happy couple was to be off to Portugal. An un-named but infamous airline then cancelled their first flight and rebooked them 7 hours later on a flight—not through Newark to Lisbon, but through London with a several hour layover. As you may have guessed from the frantic pace I've set with LCI, the Bayer clan is not known for its patience. My son decided that he and his bride had not been treated fairly and so decided to "tweet" to his friends the sad story of his travel and ask if they would mind emailing or tweeting the website of this airline at the very same moment, essentially overwhelming the site. But in the vernacular of a twenty-nine year old, he made the unfortunate linguistic choice of asking his friends to "blow up" the un-named airline "site." Apparently, the term "blow up" within five words of any "airline," especially four days before 9/11, initiates an investigation that led to the FBI pulling him and his wife off the flight to Portugal and detaining them for questioning—for 15 hours. Language matters.\*

This story is particularly relevant to the announcement that Mike Stark and I will make at the AGC Lean Meeting in San Antonio this Thursday. The signing of our important Cooperation Agreement with AGC means that we're a vital part of the industry conversation about developing a common vocabulary, fundamental principles and basic practices for lean construction and design. The agreement recognizes that LCI's intellectual property has value. We will jointly develop and implement curriculum that teaches lean principles to project participants. This is crucial to our goal of industry transformation and we can't help but be extraordinarily excited about our partnership with AGC. We're currently working on similar agreements with AGC, ABC and SMACNA and hope to make announcements about agreements with some or all of those groups at the Congress. We've agreed with CURT in principle to offer joint memberships to LCI and CURT at reduced rates and Victor Sanvido is working to bridge the differences between DBIA and LCI in order to secure a more symbiotic relationship between those organizations.

The CURT initiative is the culmination of work that Greg Sizemore and I have been doing for almost a year. It was significantly advanced with the CURT/LCI Summit that took place last Wednesday in Buffalo. Greg Howell presided over a conference that Al Schwarzkopf and his CURT Lean Committee, and Cynthia Tsao and Fernando Espana were instrumental in creating. Thanks to Will Lichtig for grounding the lean conversation before





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the session began. We left Buffalo with a firm interest from about 30 CURT members in extending lean design and construction principles into their capital programs. Thanks to Corporate Member MMC and Mike Kotubey for underwriting the Platinum sponsorship and Turner, KBR and Newforma for their Gold Sponsorship of the event.

Congress registrations remain strong. We have passed "gross revenue" generated by any Congress to date already, and we have two weeks of registration left. Please contact Donna Pemberton ([dpemberton@leanconstruction.org](mailto:dpemberton@leanconstruction.org)) if you have trouble with Hotel registration. It's filling up fast and she may have to suggest other alternatives. Thanks to those that have signed up so far. For those of you who haven't, this will be the largest gathering of program owners who are adopting or who have adopted lean principles in the country. You won't want to miss their insights and what they're still looking for from our community. Thanks again to Victor Sanvido and his committee for their tireless work in bringing this program forward.

Hope to see you in San Antonio this week. If not, hope to see you next week at the Broadmoor for the Annual SMACNA convention. If not, we'll see you in Pasadena!

Thanks again for all you do to support lean in design and construction. We are based on learning and continuous improvement, neither of which we could do without your support. I'm looking forward to seeing all of you in Pasadena in about a month!