

The Southern Fried Architect

(A clear, complete, concise, and mostly correct, irreverent view of stuff happening in the design/construction industry)

Editor: **Lord Darth Hall, REG** (really evil guy)
Supreme Dark Overlord of Organizing Stuff

October 2003

Hall-O-Ween Edition

Evil Plan Revealed

After years of claiming that the new edition of MasterFormat is intended to respond to changes in the industry, top-secret CSI documents were recently uncovered, revealing the true motives of the organization. Dr. Karl Borgstrom, current CSI Executive Director and former evil scientist for a secret government agency (sadly, we can not disclose which agency or which government) had to first overthrow former CSI Executive Director, Greg Whatsisname, as his first step in the implementation of his evil plan. Dr. K, as he is known in evil circles, recognized that MasterFormat 04 was the perfect tool for achieving his sinister objectives. Below are the four parts of the evil plan and how MasterFormat 04 will lead to the ultimate evil goal.

Phase 1: Confusion:

The first phase of the evil plan is to create general confusion in the construction industry. Many of you are probably now asking, "So how will that change anything?" Good question, but it's always good to start small, and we can already claim some success on this objective. Besides, evil deeds do not need to be catastrophic to be rewarding.

Phase 2: Wreak havoc on the Construction Industry:

We are convinced that the fifty-division, six-digit, paired numbering structure with the possible addition of a decimal and two additional digits will be enough to throw the already confused construction industry into complete chaos. If that doesn't do it, we will use terms like "work results" and "procurement requirements" to really have everyone perplexed. The combination of numbering and terminology changes should cause all construction to come to a halt.

Phase 3: Economic Collapse:

Greed is considered by many observers to be a superior motive to both power and hate. Although power and hate are good motivators, they do not have the high profit margins of evil deeds specifically motivated by greed. And nothing is better than a good old economic collapse to catapult us towards owning our own multinational evil empire and our ultimate goal of total supremacy. **Bwahahaha!** (*evil laugh*) When manufacturers have to reprint all those binders with new numbers, we will be there, ready to take advantage of the problem. With both construction and product manufacturing in chaos, it's only a matter of time before complete economic collapse.

Phase 4: World Domination:

This is the biggie, the brass ring, the Big Kahuna in the evildoing game. World domination is the most desirable and rewarding of all evil objectives. Hey, Dr. K., if you're going to think big, then go for it. This is where the OmniClass Construction Classification System (OCCS) comes in. CSI has not been throwing hundreds of thousands of dollars into this initiative for years for nothing. It is time to reap some return on this investment. Once the world embraces this system, we will have legions of minions at our disposal to assist us in our nefarious deeds.

The full Board is expected to vote on the plan at their October meeting. Remember, the public has until November 7 to make final comments on the Evil Plan. Following that, the CSI MasterFormat Expansion Task

Team (MFETT) will make final adjustments at their November meeting prior to developing the final manuscript in December.

Dr. K to Replace CSI Board

Speaking of the CSI Board, one of the problems with the current Board of Directors is they are just not evil enough to suit the needs of Dr. K., Supreme Dark Overlord of all Construction Stuff, much less to compete with other industry organizations such as the National Electrical Contractors Association. The Institute Task Team that has spent the last 6 months looking into new Region boundaries and Institute governance has recommended a new Board organizational structure. While we can't give you the full details of the plan, a select group of the most evil people in the construction industry, business, and politics have been mentioned as possible candidates for these positions. This list includes Charles Manson, David Berkowitz, Ken Lay, and Martha Stewart. While some believe that this is insanity, it is true that many evil-doers have been propelled to greatness through insanity. If you believe you have what it takes to embrace the dark forces and rise to the top of the quagmire of destruction, try the evil quiz below.

Evil Quiz

1. What did you want to be when you grew up?
 - A. Accountant for a multi-national corporation
 - B. Serial killer
 - C. Death Star Commander
 - D. Building Contractor

2. The Governor just gave a medal to the person responsible for paving over the last square foot of wetlands in your state. What do you do?
 - A. Call the local Sierra Club.
 - B. Sign a petition for the Governor's recall.
 - C. Write your congressman.
 - D. Thank him and pat yourself on the back for a job well done.

3. How do you normally spend your weekends?
 - A. Spending time with the family.
 - B. Watching TV or going to the movies.
 - C. Recreational activities such as golf or tennis.
 - D. Constructing doomsday devices in your basement.

4. Which of the following individuals do you believe to be the greatest threat to mankind today?
 - A. Saddam Hussein
 - B. Osama Bin Ladden
 - C. John Ashcroft
 - D. Dennis J. Hall, Chairman, MFETT

5. How do you start your day?
 - A. Rise at six; shower while humming a chipper tune
 - B. Jog five miles or exercise on the stationary bike
 - C. Hit the "snooze" button twice and get to work late with a donut and cup of coffee in your hand
 - D. Sip a cup of coffee and read the newspaper, while plotting the downfall of civilization

If you answered D on all the above questions, you may have what it takes to serve on the CSI Board of Directors and become a devotee of darkness. If you failed to select all the correct answers, just feel good about your bad self and understand that not everyone has the talent to be the top driving force in the name of mayhem.

From the E-Mail Bag

Again this month the e-mail box was full of questions and comments from our loyal readers. It's tough being both extremely evil and popular, but we have a responsibility to help spread the word and recruit others to the cause of evil. Here are a few of the questions that haunt our readers.

Dear Darth:

I have read the Evil Plan, but can you give us some details on what will happen next?

Devoted Servant

Dear D:

The important thing to know about all evil plans is that the really good stuff is never actually included in the plan. Supreme Evil Empress (formerly known by the incredibly pedestrian title of "CSI Institute President," *yawn*) Edith Washington has appointed a special task team chaired by the incredibly evil Lord Michael "Death" Chambers, FAIA, FCSI, to pursue education and marketing of the evil plan. A special meeting was to be held in Washington last month where construction leaders would have been brain-washed, but due to Hurricane Isabel it has been postponed until October 6. We will discuss this meeting later in the newsletter.

Darth Hall

My Dear Lord:

It seems most folks have stopped complaining and are happy with the new Draft 4. Is this the case?

Lookin Good

Dear LG:

It is true that since we have moved away from Draft 3 (the really, **really** evil plan) in May, the goodie-two-shoes in the industry seem to have accepted a limited amount of gloom and doom. 4Specs.com has not had much in the way of real commentary on their MasterFormat discussion since early July. After making nearly 150 MasterFormat presentations, most folks just seem ready for us to shut up.

Darth Hall

Dear Supreme Overlord of Evil:

Can you outline the implementation of the evil plan?

Curious

Dear Curious:

Expect MasterFormat to hit the streets late next Fall. In January 2005, the training of henchmen and other followers of darkness will take place. That is when we will eat the brains out of the average specifier with our evil knowledge. By mid-2005 the major corporate conspirators will release their updated documents and the economic collapse will begin. And by January 2006, we anticipate the major shift to the new system that will lead to world domination by the Empire (Institute). Bwahahahaha! (*evil laugh*)

Darth Hall

Tar and Feathering: On the Road for a better (and far more **EVIL!!!**) MasterFormat

Again this month we are spewing our wicked and evil views from coast to coast, leaving no rock unturned in our relentless pursuit of followers of darkness. The Death Star is all gassed up and we are ready to blast off to the following locations.

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| Oct 6 | MasterFormat Implementation Summit – Washington, DC |
| Oct 10 | AIA South Atlantic Region Conf. – Savannah, GA |
| Oct 10 | AIA Philadelphia – Philadelphia, PA |
| Oct 16 | CSI Akron – Kent State University |

Oct 17 St. John's NIFS / MCA of Newfoundland
Oct 18 CSI Board of Directors Mtg. – Philadelphia, PA
Oct 21 CSI Columbia – Columbia, SC
Oct 23 CSI Spokane – Spokane, WA
Oct 23 BICSI Regional Meeting

Quote of the Month

“If you only knew the power of the Dark Side....”

- *Darth Vader*

Creating a Stir: MasterFormat in the Mags

This month we begin a six-part series of articles in Architectural Products magazine. This bi-monthly publication will feature our demented views on why MasterFormat is not only important, but is vital to the industry.

We have received a lot of positive comments from our article on “Specology” in the August edition of the *Specifier*, and it seems that our ideas are going to be “ripped-off” by some of the low-lives in the industry. These are our kind of folk. We just wish they had done all the work first, so we could have stolen it from them.

CSI to Change Title of Manual of Practice

Darth Robertson, Underlord of Evil Practice, has advised us that the CSI Manual of Practice will have a new name next year. The Manual of Practice Editorial Advisory Board (MOP-EAB) has chosen “*The CSI Book of Evil: Things Man Was Not Meant to Know*” as the new title for the document. “*Necronomicon*” was the second choice. The original “*Necronomicon*”, which is a book of evil chants that has been lost for centuries, may turn up any day now and the MOP-EAB did not want to have to deal with the confusion.

Technical Section

Last month we were asked about “chicken wire” and our ol’ friend Gary Maylon, CSI, the metal lath guy, sent us a copy of his new Metal Lath Newsletter and lo and behold, there in the newsletter, was someone using chicken wire for stucco lath. Gary’s newsletter is a must read if you are into metal lathing either as a hobby or if you try to get paid for smearing Portland cement plaster into chicken wire. One can spend hours digesting the fine nuances of this fascinating subject. You can get it at metallathinfo.com.

SFA Editorial Section

As mentioned earlier in the newsletter, the MasterFormat Implementation Summit was to be held in Washington, DC last month to discuss the marketing and user education for MasterFormat, but got delayed because of a little wind from “Isabel”. Leaders from a select group of commercial users of MasterFormat such as BSD, ARCOM MasterSpec, McGraw-Hill, and some of the larger nonprofit organizations like AIA and AGC, have been invited to this exclusive CEO luncheon. CSI will also soon begin looking for endorsing organizations to step forward. The communications and low voltage organizations are already in line and I expect many others to join the effort shortly.

A follow-up meeting with a much broader group of industry leaders and nonprofit construction industry organizations is scheduled for next Spring and you can expect a detailed marketing and educational plan to be presented at that time by the fearless leader “Death” Chambers for discussion and input. I have high expectations from the multi-leveled marketing guru.

Correction

In the September edition we indicated that we were visiting the “CSI Empire State Chapter” on September 10, when we intended to say the “Metropolitan New York Chapter”. Our Ghost Editor has been properly tortured for not correcting this mistake prior to publication. We would fire him but inflicting pain and suffering is such fun.

Aieeeeeeeee! – Ed.

Epilog

Well, we hope you have enjoyed the **Hall-O-Ween** edition of *The Southern Fried Architect*. Some of the ideas we stole from *How to be a Villain* by Neil Zawacki. Intellectual property theft and plagiarism is perfectly acceptable to us evil types, but we thought we’d give credit where credit is due.