



**Industry Roundtable**  
**Friday, September 16, 2016**

## ***The Critical Role of the Product Rep for CSI Membership Growth and Diversification***

**Panelists:**

**Architect:** Jeremy Olsen, CSI, CCS, CCCA, AIA, LEED AP, *Daylight Studio*

**Architect:** Randall Chapple AIA, SE, CSI, CCS, LEED AP, *Goettsch Partners, Inc.*

**Product Rep:** Chris Walsh, CSI, CDT, LEED GA, *Inpro*

**Product Rep:** Robert Moretti, MBA, CSI, CDT, *Tremco*

**Moderated by:**

Scott Conwell, CSI, CDT, FAIA, LEED AP, *International Masonry Institute*

As most design professionals will attest, the contribution of construction product representatives is invaluable at all stages of a project, from pre-design through construction. The product representative is expected to bring thought, leadership and relationship skills in addition to product knowledge and expertise in his/her role as a trusted advisor to the design professional. Indeed, the lifeblood of CSI Chicago is the diverse membership of design professionals and construction product representatives, and the dialog that stems from it. This panel discussion will examine the critical role of product representatives in project delivery and also in the growth and diversification of the Chicago chapter.

**Learning Objectives:**

1. Gain perspectives from architects and construction product representatives on the role of the product representative in all phases of project delivery.
2. Gain perspectives from architects and construction product representatives on the role of the product representative in membership growth and diversification of the CSI Chicago chapter.
3. Participants will learn from architects what they value most from their relationships with construction product representatives.
4. Participants will learn from construction product representatives what they value most in their relationships with design professionals.

**Time:** Noon – 1 PM

**Location:** Hafele, 154 West Hubbard, Chicago

**Continuing Education:** 1.0 AIA/CES LU

**Lunch will be provided by Hafele for all attendees.**

[Click Here to Register](#)



**Reservations:** Required by September 13. Limited seating available on a first come basis. Complimentary to members and nonmembers. Registered nonmembers will be added to a waiting list until members are accommodated. Notification of available nonmember spaces is sent two business days in advance. *If your plans change and you cannot honor a reservation, please contact the Chicago chapter so we can offer your seat to someone on the waiting list.*

Email: [csichicagochapter@gmail.com](mailto:csichicagochapter@gmail.com) or call 773-466-4147

**About CSI Industry Roundtables:** *Sessions are held in an informal setting to encourage dialog and attendees are welcome to bring a snack or lunch. Topics are selected that are not product or industry specific and assist in building skills and knowledge to better work within the design and construction community. CSI Product representatives and design professionals are invited to attend. If your plans change and you cannot honor a reservation, please contact the Chicago chapter.*