

## Featured Speakers



**Chris Tobias,**  
Building Envelope Solutions Manager—

Chris is responsible for the strategic development and implementation of Firestone's Building Envelope offering. He is also responsible for program development for Firestone's Building Products University. Chris began his career in commercial roofing in 1997 in sales as an independent product representative. He moved into several marketing positions involving various facets of the industry until 2003 where he began his career with Firestone Building Products. He has held several technical sales appointments within Firestone's building owner account group. Since 2004, Chris has been very active within the RCI organization presenting numerous technical seminars throughout the country. In 2010 Chris transitioned into Firestone's Building Envelope Solutions Team and has lead the development of Firestone's BPU for Architectural Metal in the Building Envelope.



**Marty Jolly,**  
Manager, Building Envelope Solutions—

In his 27 years in the commercial roofing industry, Marty has served in a variety of roles including consulting engineering, product development, technical management, sales/marketing and business management. He is a 1983 engineering graduate of Clemson University.



**Bob Griffiths,**  
Product Development Manager  
Firestone Metal Products—

Bob is responsible for development of new metal wall products, enhancing existing product lines, warranty services, testing, engineering, as well as system training and technical field services for Firestone's metal wall systems. Bob is a graduate from the University of Minnesota and the Minneapolis School of Drafting and Design. He began his career in commercial wall panels industry in 1986 as an estimator, then moved into sales and then transitioned to project management. In 2005, Bob became Firestone Metal Products' first product development manager.



**Richard Ruppert,**  
Architectural Services Manager—

Richard is a Registered Architect with more than twenty years of professional practice experience and is knowledgeable in all facets of project design and construction. His body of work includes the widest possible variety of project types including ten years in Chicago centered on high rise design and multiple projects in historic preservation and adaptive re-use. The following decade Richard was in charge of a number of educational and civic projects throughout the Midwest as the primary architect for numerous school districts. He has now brought his vast experience to focus on topics concerning the building envelope exclusively with Firestone Building Products.



**Robert Anderson,**  
Metal Marketing Manager—

Robert is responsible for strategic planning, product development, training, as well as sales and marketing support for Firestone's metal roofing and wall systems. Robert began his career in commercial roofing in 2000 as an estimator with Copper Sales, Inc. The following year, he became the estimating manager and transitioned to Firestone Metal Products. In 2006, Robert became Firestone Building Products' first metal product manager.



**Curt Friedholdt,**  
Building Envelope Solutions  
Executive—

With more than 6 years experience in the commercial roofing industry, Curt has worked extensively with large national retailers, the federal government, large architectural firms and building envelope specifiers. Curt also has more than 10 years experience in industrial sales and marketing. Curt holds degrees in Business Marketing and Economics from Ball State University.

# BPU

## BUILDING PRODUCTS UNIVERSITY



### 2012 Education Series Locations

#### Commercial Roofing

Las Vegas	March 6 - 8
Philadelphia	April 17 - 19
Indianapolis	August 20 - 22
Las Vegas	October 9 - 12
San Antonio	November 27 - 29

New for  
2012

#### Architectural Metal in the Building Envelope

Chicago	June 4 - 6
Atlanta	October 23 - 25



Discover Building Products University--your source for comprehensive knowledge on the latest roofing and metal wall solutions available. From roofing and wall systems, materials and components, to elements of design, maintenance and more, we help keep you on top of all your building projects.



### • What is Building Products University?

Building Products University is an educational resource for a wide range of envelope issues. Our seminars are designed to include classroom activities, discussion, and question-answer periods, to help you make highly-informed envelope decisions.

### • Who Should Attend?

If you're involved in roofing or wall decisions, Building Products University is designed for you. Because architects, consultants, and building owners play critical roles in selecting these systems they continue to find Building Products University invaluable in their work.

### • What is Covered During the Seminar?

#### **Commercial Roofing:**

Our presentations cover a wide spectrum of important roofing issues. Roof design, insulation, maintenance, system affixment, warranty considerations, and contractor selection—these are only a few of our most popular topics.



#### **Architectural Metal in the Building Envelope:**

Our presentations focus specifically on metal wall enclosure systems and architectural roofing systems. This is a broad category within the envelope and as such, has not been presented on such a large scale. Our topics include: steep slope roofing and wall design, base metal and coating types, system applications, testing/codes, and warranty considerations. In addition, we offer process flow of product fab to delivery to installation expectations, and the invaluable hands-on experience.

Because discussion and question-answer periods are a big part of our program, you're assured your specific needs will get the personal attention they deserve. A more in-depth look at the programs is included on the website.



### • What is the Cost of the Program

Tuition for a three-day seminar is \$50 per person.

### • What Does it Include?

This fee includes all training material, transportation to and from the airports, lodging, and meals, (including all taxes and gratuities for program dates only) for all participants. You will be responsible for your transportation to and from the seminar location and any incidental charges during your stay and any additional nights required for an extended stay.

### • Earn Up To 20 AIA/CES Credits

The BPU program offers as many as 20 AIA/CES learning units in both the HSW and SD categories.



### • How Do I Attend?

[www.firestonebpco.com](http://www.firestonebpco.com)

Choose **Architects**, **Building Owners**, or **Consultants** and go to the **Educational Opportunities** link on the left-hand side. Choose **Three-Day Seminars** and select **Online Registration**.

Register for the seminar topic, date and location you prefer. We will send your confirmation by email. Classes fill up quickly, so register soon!