

A School of Engineering Seminar

Intro to Simpson Strong-Tie and Lateral Review



SF STATE

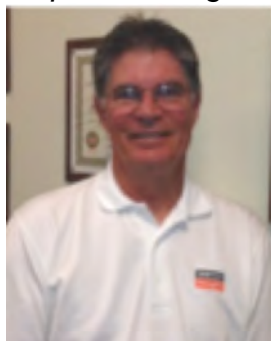
Louay Shamroukh,

Regional Manager
Simpson Strong-Tie



Rick Reid,

Training Specialist
Simpson Strong-Tie



Dec. 02, 2013,
Monday, 1.10-2pm
SCI 256

Synopsis:

Times have changed since 1956 when Barclay Simpson made his first connector and launched the company that would come to define the structural connector industry. However, what has not changed is the Simpson Strong-Tie commitment to setting the standards for quality, customer support and innovation. That commitment is genuine. Genuine means conducting tens of thousands of product tests each year. It means working closely with builders, specifiers and code officials to ensure Simpson Strong-Tie delivers the highest quality products to the jobsite on time. Being genuine does not ebb or flow. And a genuine leader is always innovative, always delivering high quality and always supporting the customer. You can bet that in good times and in difficult ones, our commitment to customers never wavers. Simpson Strong-Tie will be there on the job to train installers, in the specifier's office to offer expertise and in the stores to help our dealers succeed. That is being genuine. That is Simpson Strong-Tie.

Speaker Bio:

Louay Shamroukh is Simpson Strong-Tie's regional engineering manager for the northwestern U.S. He is a licensed Structural Engineer in the State of California and his territory stretches northward from Tulare County in California to Alaska and eastward to Colorado.

Rick Reid is the Training Specialist/Outreach Coordinator for Simpson Strong-Tie covering the Northwestern quadrant of the United States. He handles many different responsibilities ranging from Territory manager (providing technical support with specifying engineers, Building Departments, and contractor issues on job sites), a training mentor to junior territory managers, to his current position as a Training Specialist/Outreach Coordinator.