

Michael T. Chusid, FCSI

“For your on-going leadership in advancing new concrete technologies; for your prolific articles that provide a valuable resource to the construction industry; and for raising the bar for technical support to design professionals through your profound impact on translating product information into useful and well-written technical documents and improving the tools and specifications of product manufacturers, you are advanced to Fellowship in the Institute on the 23rd day of April 2004.”
Chicago, Illinois



MICHAEL T. CHUSID is an architect and certified construction specifier. He graduated from Buckminster Fuller’s Southern Illinois University Design Department and earned a Master of Architecture from University of Illinois in 1977.

After working in Wisconsin as product development designer for Inryco, a metal building panel manufacturer, and as architectural intern with Stubenrauch Associates, Chusid joined HTB, Inc. in Oklahoma City and was promoted to Chief Specifier. He launched Chusid Associates in 1985 with the realization that building products had become a dominant force shaping architecture. He believes that better products contribute to the design and construction of better buildings. Chusid Associates’ mission is to create marketing strategies and programs that enhance the built environment while stimulating its clients’ success. Chusid is now a leading building product marketing and architectural technology consultant and has consulted on products in all 16 MasterFormat™ divisions to uncover markets and

opportunities, launch new products, and create powerful marketing programs that sell.

Chusid is author of over 200 articles and papers on construction products, technologies, and marketing and frequently lectures at construction industry events. He pioneered the use of computers for specifications and marketing and has advanced the art of creating sales and technical literature. His S*P*E*C*S – Selling Products Effectively to Construction Specifiers® seminars have trained thousands of sales professionals to understand the specification process and improve the service they provide specifiers and builders.

In addition to CSI, Chusid is a member of Construction Writers Association, Specifications Consultants in Independent Practice, Alpha Rho Chi fraternity, and the American Concrete Institute. He resides in Encino, California where he recently married Sandra Goodman. He enjoys wilderness camping, philately, community service, and the couple’s five children.

CSI Membership

Oklahoma City Chapter, 1983 – 1992
Los Angeles Chapter, 1993 to present

Institute Offices, Committees

MasterFormat Implementation Task Team, 2004

Chapter Offices, Committees

Oklahoma City Chapter Board Member, 1985-1986
Oklahoma City Vice President and Program Chair, 1986-1987
Los Angeles Chapter Technical Committee, 2001-2003
Los Angeles Chapter Long Range Planning Committee, 2004

Awards

Specification Competition Honor Award, 1984
South Central Region Educational Award, 1985, 1986
Oklahoma City Chapter Specification Proficiency Award, 1985
Oklahoma City President’s Certificate of Appreciation, 1985, 1986
Oklahoma City Chapter Citation, 1987, 1989
Institute Commendation, 1989
West Region Director’s Certificate, 2002
Los Angeles Chapter Certificate, 2002
Los Angeles Chapter Citation, 2003.