

James E. Whitfield, FCSI

*“For your contributions to the education of construction product representatives in co-developing the curriculum and as a member of the Product Representative Academy; your multitude of talks on lath and plaster; and your exemplary service to CSI as a leader, teacher, and advocate, you are advanced to Fellowship in the Institute on the 23th day of June 2001.”
Dallas, Texas*



James F. Whitfield was born in Saint Charles, IL. in 1957. He moved to the Colorado area in the early 80's where he attended Pikes Peak Community College.

Whitfield is currently the Sales Manager for El Rey Stucco Company representing the El Rey Stucco and C-Cure brands. He joined El Rey in 1987 as a product representative for the C-Cure brand of grouts and setting materials. In 1988 he received the CTC (Ceramic Tile Consultant) designation by the Ceramic Tile Institute of America.

He got involved with the Pikes Peak Chapter of CSI in 1988 and also joined the Denver Chapter of CSI. His involvement in the Pikes Peak Chapter of CSI started as selling tabletops at meetings; service as Program Chair and Treasurer eventually secured him the position of President of the Chapter in 1992-1993. He continued on the Board and served as Planning and Education Chair during the next few years. However, the Chapter enthusiasm and membership started to fall in the later years of the 90's. In 1999 a core group of Chapter members decided to meet and address the issues at the Chapter level. The group asked James to consider leading the Chapter as President again in 1999-2000. He accepted the

challenge of rebuilding the Chapter commitment and membership, and succeeded in creating a strong Chapter that continues strong and growing today.

Whitfield joined the Institute Certification Committee in 1994 following his successful completion of the first CCPR exam in 1993. He remained on the Certification Committee for four years eventually becoming the CCPR sub-committee Chair in 1997-1998. While involved with the CCPR Certification program and the rebuilding of the PR module of the Manual of Practice, he joined the Task Force of the Product Representative Academy. As a member of the Task Force and Faculty the first Product Representative Academy was offered to membership in 1998. He remains involved as an Advisory Group and Faculty member in the PRA today.

James remains actively involved in the Pikes Peak and Denver Chapters of CSI. His enthusiasm for CSI and the education of Product Representatives continues today. It is evident at the CSI Conventions where he continues to present many topics of interest to industry members on Architectural Sales.

CSI Membership

Pikes Peak Chapter, 1988 to present

Institute Offices, Committees

Co-Chair Product Representative Academy, 1999-2001

Task Force Product Representative Academy, 1998-2001

Chapter Offices, Committees

President 1992-1993; Board Member 1994-Present

Education Chair 1998-2001; President 1999-2000

Awards

Certificate of Appreciation, 1992-1993, for serving as Chapter President.

Certificate of Merit and Appreciation, 1999-2000, for serving as Chapter President