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Concrete Reinforcing Steel Institute Names Steven R. Hawkins Vice President of Marketing

(SCHAUMBURG, ILLINOIS, June 1, 2013) – The Concrete Reinforcing Steel Institute announced today that Steven R. Hawkins, AIA, has been named Vice President of Marketing. He will now be responsible for all CRSI nationwide marketing and promotional activities, including region promotion and region manager activities.

Before joining CRSI in 1998, Steve had more than 20 years' experience in design and professional marketing services in the built market. For the past 15 years, he has served as Southern Region Manager and has spearheaded some of the Institute's most popular marketing and educational resources, including "CRSI Ready Reference Guide," "CRSI Explorer," and "Building Better Outcomes," a promotional program designed in collaboration with the Portland Cement Association.

"I'm delighted to name Steve to this position," said Robert Risser, CRSI President and CEO. "His dedication in promoting CRSI activities will serve him well in his new capacity as Vice President of Marketing."

A graduate of the University of Kansas, Steve holds degrees in Architecture (B.A.) and Communication Studies (M.A.) and is an active professional member of the American Institute of Architects, the Construction Specifications Institute, and the Society for Marketing Professional Services.

About Concrete Reinforcing Steel Institute

Founded in 1924, the Concrete Reinforcing Steel Institute is a technical institute and an Accredited Standards Developer (ASD) that stands as the authoritative resource for information related to steel reinforced concrete construction. CRSI offers many technical publications, design aids, educational seminars, and promotional activities for engineers, architects, and construction professionals. CRSI members are manufacturers, fabricators, material suppliers, steel reinforcing bar placers, and professionals involved in the research, design, and construction of reinforced concrete structures. The non-profit CRSI Research & Education Foundation fosters the educational and research mission of the Institute through educational programs and scholarships for students majoring in civil engineering, architecture, and other related disciplines at universities and technical schools. The Foundation also supports research fellowships and projects, which will ultimately advance the reinforced concrete industry. CRSI is headquartered in Schaumburg, Illinois, with regional offices located across the United States.

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