NEW MEMBER PROFILE

Name: Reid Robinson

Membership Category: Associate, Business Development, Vendor

Title: Property Preservation Consultant

Certification(s): U.S. Heritage Association Historic Masonry Restoration, Chicago Regional Council of Carpenters

Company: Weathershield, LLC

Company description: Weathershield specializes in exterior restoration and waterproofing. We handle large and small scale masonry projects, positive wall and negative wall waterproofing, EFIS, GFRC panels, window and expansion joint caulking, traffic coatings and exterior paint. We offer LEED Certified products and applications and manufacturers warranties of up to 20 years. We are a self performing contractor, which means your project will not be sold to the lowest bidder who cares little about your building, its inhabitants and contents.

Last book read: Finish Strong by Dan Green

Last movie seen: Sherlock Holmes

My Favorite Vacation City/Country: Wisconsin Dells, the kids can go wild on water slides and I can relax with a cocktail.

Favorite Sport and Team: I enjoy watching Hockey but I don't have the time to affiliate my loyalty to a specific team.

What has been the most challenging part of your job recently? And, have you made any changes to try and solve some of those issues? Budget constraints are always a looming reminder that what is best isn't always feasible. I have found if large projects can be broken into more financially responsible segments nearly every project becomes surmountable.

What have been the most important steps in your life (schools, jobs, etc.) that have led you to where you are today? Settling can never be an option. There have been many times in my life when blending in or rolling over might have been the norm for my pears but that extra mile is a choice.

Many people who work within the FM world have to act as “leaders” in their jobs. What do you think makes a good leader, and have you done anything recently that has made you a leader? The greatest leaders in the world recognize that leadership is about accepting the role others need from you. As a leader you will have to teach some, support others and serve the majority. Morale is the key to successful leadership and everyone is motivated in their own
specific way. If you can figure out how to motivate your personnel independently they will happily follow you into the sun.

A year from now, what will you have hoped to accomplish, professionally or personally? I hope to have the remodeling I am performing on my new house complete. I have big plans for additional projects over the next few years but getting the house updated and comfortable is first on the schedule.