



**Jonnie Cox, FCSI**  
**Candidate – Institute Director-at-Large**



---

<b>Year Joined CSI:</b>	1989
<b>Home Chapter:</b>	Chattanooga
<b>Firm:</b>	Tennessee Valley Authority
<b>Occupation/Position</b>	Architect / Portfolio Project Manager
<b>Email:</b>	<a href="mailto:jamclung@epbfi.com">jamclung@epbfi.com</a>
<b>Education:</b>	BS in Architecture, University of Tennessee, 1979 - CSI Student Member
<b>Professional Registrations, Licenses and Certifications:</b>	Registered Architect, State of Tennessee (License # 19351) National Council of Architectural Registration Board (NCARB) Certification (Registration # 39804)
<b>CSI Awards:</b>	Fellow of the Institute (FY13) Institute President's Plaque (FY11) Institute Publications Awards and Certificates of Merit & Appreciation (Multiple FYs) Robert V. Bishop Award – Gulf States Region (GSR) highest award (FY16) GSR Awards for Publications (Multiple FYs) GSR Certificates of Service, Merit & Appreciation (Multiple FYs) Highest Chapter Award in Chattanooga Chapter and Knoxville Chapter and other chapter awards in both chapters (Multiple FYs
<b>Other Professional/Civic Organizations and Awards:</b>	Girl Scout Troop Leader, theatre booster club, and church volunteer for over 25 years.
<b>Current/Previous Experience as a Board Member for Organization(s) other than CSI:</b>	School Board Member at a private school, Parish Council member in Knoxville, TN, and Theatre Booster Board member in Chattanooga, TN.

**Candidate Statement:**

I am immensely honored by this nomination and proud to be on the ballot with other outstanding candidates. As I finish my second year as Institute Treasurer, I believe there are still several initiatives that the Board needs to accomplish in the near term and I would like to see these through to completion. There are still gaps to be addressed with membership and some system improvements that need to be made, and

I want to be a part of the Board to push these to closure. I currently serve as Chair of the Institute Audit Committee and I am a member of the Institute Investment Oversight Committee and Foundation Board. My knowledge of CSI's past and current financial state gives me an immediate understanding of the financial issues the Board will be addressing in FY19 and beyond. I am also familiar with the Board Governance Policies and will be able to immediately contribute to the Board if elected as a Director At Large.

**What leadership skills do you possess that you could apply as a member of CSI's Board?**

Leadership is most needed during times of transition or in response to new conditions. This is where CSI is today. To move the organization forward so it can successfully meet the upcoming challenges, the most important leadership skills I will bring to the board are my organizational skills, my financial knowledge both in CSI and my profession, my passion for CSI, and my commitment to teamwork. Some people may define a leader as someone who has a take-charge attitude with a large presence. To me, leadership means listening and then asking substantive questions. My leadership style frequently takes the form of raising questions, listening for responses and then finding the optimal solution. I recognize that I do not know everything so I am comfortable seeking outside information. I value the member's perspective and believe it is important to listen to membership input. That's why I believe my strongest leadership skills are my ability to communicate with a diverse audience, engage others, and listen.

**What skills and experience make you uniquely qualified for the position for which you are a candidate?**

My recent experience on the Institute Board has provided a deep insight on the initiatives that CSI will be undertaking over the next several years. I believe this makes me fully capable of being an active and contributing Board member immediately should I be elected. Having served on CSI's Investment Oversight Committee, Audit Committee, and Foundation Board for the past 2 years, I am knowledgeable on CSI's financial condition and direction. As a continuing member of the Institute Board, I will also be in position to facilitate a smooth transition and provide additional support to the new incoming Treasurer since I would still be involved in Board actions. In addition to my recent Board experience, I also have experience in my professional career in Strategic Planning and Oversight. My experience in the government sector aligns well to the experience needed in 501c3 organizations. Both involve public service for the overall common good. I firmly believe that the role of a Board Director is to ask thoughtful and timely questions related to strategic direction rather than implementing my own agenda or micro-managing day to day operations. Lastly, I have received numerous CSI awards for communications over many years and I believe my years of experience in member communications make me well suited to be a Director At Large candidate. I am easily accessible and look forward to serving as a communication channel for all members across the Institute.

**What do you think should be changed about CSI or what changes would you make? What shouldn't change about CSI?**

Technology is changing at a rapid pace and more significantly it is accelerating faster than ever. A little over a decade ago smartphones as we know them didn't even exist. I think it is important for CSI to have reliable technology to operate successfully in a fast-changing world. I also believe it is important for CSI to promote the latest technology that will enhance and benefit the A/E/C industry. To do this, CSI needs to have technology and systems that are focused with an eye on the future to allow prompt responses to members and encourage collaboration between those in the industry. CSI has begun to make some of these changes, but there are still systems (and processes) that need updating. What should not change is an easy question for me. CSI is recognized across the industry as an organization of diverse professionals, who contribute significantly to the construction industry and the building information process. I believe it is important for this diversity to remain a major focus and core value of the organization. It's why I joined CSI over 25 years ago and why I believe so fervently in CSI's mission. It's what makes CSI unique among other construction

and building organizations.

**What do you see as critical to CSI's future success?**

Nonprofits are often slow to change directions especially in challenging markets. CSI is no exception and needs to look at new ways for membership engagement and satisfaction. Integrated strategies of online and in-person networking need to be broadened to enhance membership experiences. Because CSI is known across the industry as a leader in the development of standards and formats for project documentation, CSI also needs to expand its promotion of materials, resources, and certifications to ensure that CSI broadens its stature in the industry. To close, as retiring Treasurer, I firmly believe it is important for CSI to increase revenue streams beyond membership dues. Growing membership is important and retaining members even more important. However, maximizing non-dues revenue will be essential to the future of CSI and will require a strong, strategic plan. CSI's mission must stand out from the rest to retain current members, add new members, and increase other revenue streams.