

Presenter: Lawrence (Larry) R Salzer, Dir. Business Development, Contractor's Source, Inc.



Larry has spent the past 20 years in the geosynthetics industry. Having prior background in industrial textiles, he became intrigued with the scale of geosynthetic projects and the rapid technological advancements and diversity of products in what at the time was still a rather young industry.

His first industry position was as an area representative for a geosynthetic product distribution company. With just a few days of product training under his belt he was on the road talking geosynthetics with a fear that everyone he was about to talk to would have a vastly greater knowledge than his own.

Those fears were soon replaced with a realization of how valuable his minor knowledge was to the contractors and engineers he was meeting with. Many had less experience than his own and were soon calling upon Larry to consult on geosynthetic solutions for various projects.

With access to all types of geosynthetic manufacturers, Larry would rely on their technical and engineering teams to develop geosynthetic solutions for all type of civil and environmental engineering projects. He made it a point to witness and assist on as many geosynthetic installations as possible, an effort he continues to this day. These experiences grant Larry an in deep understanding of the value propositions geosynthetics can offer.

After almost 6 years with his first industry employer, Larry moved onto hold key roles with geosynthetic manufactures where his responsibilities grew to be nationwide. Here he worked with various federal and state agencies to evaluate and develop geosynthetic specifications. Through a vast network of geosynthetic distributors, Larry would be called upon to consult on geosynthetic products for projects throughout the USA and Canada.

In early 2018, Larry has turned his focus more local, once again working with a geosynthetic distributor. With access to variety of geosynthetic manufactures, he is able to consult on a broader selection of geosynthetic solutions for projects throughout the gulf coasts of Texas and Louisiana.

Larry has participated in Geosynthetics Manufacturers Association (GMA) subcommittee for geogrids as well as the GMA governmental advocacy efforts for geosynthetics. Larry has also co-authored geosynthetic related articles and has been published in GFR and Geosynthetics magazines.