



## Webinar: Learning Outcomes

# Advocating for Natural Stone

September 1, 2021

## Big5: Advocating for Natural Stone and Global Initiatives in North America

NSI board president Michael Picco and CEO Jim Hieb discuss the North American marketplace and several key initiatives important to the global stone community; offering their perspective on the benefits of the International Standards Organization (ISO).

### Here's a recap of what we learned:

- **The North American market**—and how COVID-19 has impacted stone consumption.
- **Information about Initiatives**—to expand natural stone as a sustainable building product with architects and designers.
- **Insight into the creation of a global natural stone standard**—through the International Standards Organization (ISO) and how it will impact stone companies.



### PRESENTED BY:

Mike Picco—  
President, PICCO Engineering  
President, NSI

### In Discussion with:

Jim Hieb, CEO  
Natural Stone Institute

### CONTACT US

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