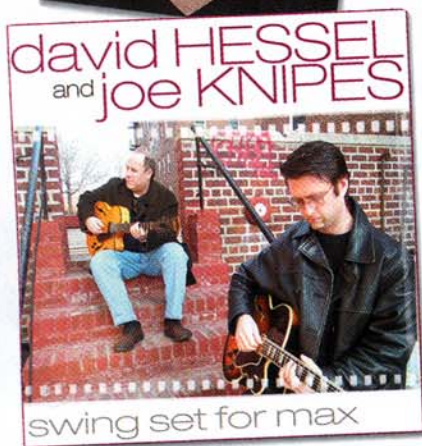


the looking glass



David Hessel

Partner
Vitalum Associates
Chatham, NJ

Education: 1976, bachelor of fine arts, theory and composition, Tulane University, New Orleans.

Career: 1991-present, partner, Vitalum Associates, Chatham, NJ; 1989-91, associate, Marc Associates Consulting Engineers Inc., Mt. Laurel, NJ; 1986-89, regional sales manager, Lord and Burnham Co., Baltimore; 1980-86, outside sales, Advanced Coating Technology, New Orleans; 1978-80, outside sales, Texas Tempered Glass, Houston.

Personal: Age, 49. Born, Houston. Married, wife Laura, one son.

Diversions: Music, scuba diving, traveling, T-ball.

Connections: 268 Green Village Road, Suite 14, Green Village, NJ, 07935, 973/822-0400, David.Hessel@verizon.net.

What exactly do you do for the glazing industry?

Our company calls on architects and installers for architectural glass and metal product fabricators to promote their systems and assist in design challenges. Manufacturers' reps are similar to sales reps, but I would say the difference is, we carry more than one product. We are also more involved in the early design stages all the way through the sale.

You were once a full-time jazz musician. What role does music play in your life now?

I have been playing professionally for about 30 years. Music was my field of study and I have taught and done studio work. Music will always be an important part of my life and I hope I can continue to improve and pass some of this knowledge to my son. I try to limit my gigs to twice a month, as I have a 5-year-old who's teaching me Power Rangers and Ninja Turtle stuff. [The band] has been at the Cupping Room in SoHo, NY, for a couple of years and I have a quartet that performs about six times a year in Union, NJ.

Do most of your professional contacts know that you have a compact disc out?

Some do. If I can't get our products sold or specified, I can maybe cover some parking cost with a CD sale.

How did your company start up?

My partner, David Rosenstein, and I were competitors in the mid-80s. [But] it's a small business and we became associates with Marc Associates in 1989 when David hired me to cover the metro New York area. We formed Vitalum Associates in 1991 to expand our market. David represents Viracon in New England, while I [serve] the metro New York area.

What companies do you represent?

We represent Viracon Inc. of Owatonna, MN, for glass; SOTA Glazing Inc. of Brampton, Ontario, Canada, for unitized curtain walls; Copper Sales Inc., of Anoka, MN, for panel systems and brake metal; Dawson Doors of Jamestown, NY, and International Revolving Door Inc. of Evansville, IN, for ornamental entrances; and Pilkington Planar structural glass systems by W&W Glass Systems Inc. of Nanuet, NY.

How do these companies fit together?

The companies have a great synergy to them as we can address the total fenestration of a building. Since all these manufacturers address some part of the building envelope and their products can be part of or all of a building envelope, we can address aesthetic and performance concerns in one package.

Why do companies need your services?

One of our strengths is architectural promotion. We are able to promote products' unique capabilities and ensure proper specification coverage. The structure of our company allows us to tailor our product lines to support each other and offer concentrated architectural coverage.

What parallels are there between running a business and being a musician?

The biggest parallel is being able to listen. You need to listen to other musicians and the audience and to be in tune with both, and you need to listen and be responsive to the client.

What industry resources do you use to stay current?

Architectural Record and Just Jazz Guitar.