



Director
Dennis Gerdeman
Chute Gerdeman Retail
Columbus, Ohio

Dennis Gerdeman is president of Chute Gerdeman Retail, a company he founded with his wife Elle Chute in 1989. He earned a degree in architecture from The Ohio State University, and has been a retail design professional since 1976. He started his career with The Limited in 1976 and served there through 1980, when he joined RPA. In 1983, he left RPA to join Fitch. Throughout his career he has received many national and international design awards. He serves on the executive committee of NASFM's Retail Advisory Council, which provides guidance to the association regarding the needs of store fixture buyers and specifiers. As a member of NASFM's board of directors,

Gerdeman hopes to elevate respect for the fixturing industry by the retailer, and be involved in the association's responses to the issue of reverse auctions. Gerdeman is vice president of the Cincinnati chapter of the Institute of Store Planners. He and his wife, Elle Chute, have a daughter, Lauren.