



7315 Wisconsin Ave., Ste. 400E
Bethesda, MD 20814
PHONE: (301) 654-0000
FAX: (301) 951-8401

www.polyiso.org

White House Participation at PIMA Annual Meeting “The Political Power of Energy Efficiency” Featured Impressive Speakers and Events

Bethesda, MD—The Polyisocyanurate Insulation Manufacturers Association’s annual meeting, held in Washington DC on November 18th and 19th, 2009, focused on educating members about the government’s critical role in advancing energy efficiency policy, the enforcement of those policies, and the function of PIMA and its member in working with government agencies to ensure that energy efficiency is a top priority.

“Public policy has never played a more critical role in our industry” said Jared Blum, PIMA’s President, “Speaking directly with Administration officials and Congress through a meeting like this ensures that we understand the elements we need to bring together to best position our industry to help the nation.”

Speakers at the annual meeting included:

- **Ms. Heather Zichal**—Deputy Assistant to the President for Energy and Climate
Ms. Zichal outlined the President’s energy and climate agendas highlighting how the polyiso industry is a key component to helping the administration reach its goals.
- **Mr. Thomas Kuhn** – President of Edison Electric Institute
With electric power plants working with consumers to reduce pressure on the grid, Mr. Kuhn explained how the industry is encouraging energy efficiency practices among its customers
- **Mr. Les Kretman** – Former Producer, NBC News and Emmy Award Winner
Mr. Kretman discussed the present day challenges of covering high profile news events and individuals such as President Barack Obama.
- **Mr. William D. Fay** – Executive Director of the Energy Efficient Codes Coalition
Mr. Fay updated PIMA members on the EECC’s efforts to achieve an initial 30% boost in the energy efficiency of the 2009 International Energy Conservation Code (IECC) over its 2006 counterpart. He noted PIMA’s critical support in helping to move this effort forward.

The Association also held a reception for Members of the Congress, their staffs and friends of the association in the Gold Room of the Rayburn House Office Building. Rep. Chris Van Hollen (D) of Maryland was kind enough to sponsor the reception and urged PIMA to continue its valuable work promoting energy efficiency.

Finally, Jen Smith and Jenn Hausman of Corder Philips, a marketing firm based in Charlotte, NC, offered a look into social marketing, detailing how associations and manufacturers can benefit from participating in this burgeoning communications world.

About PIMA

For over 20 years, the Polyisocyanurate Insulation Manufacturers Association (PIMA) has served as the unified voice of the rigid polyiso industry proactively advocating for safe, cost-effective, sustainable and energy efficient construction. PIMA’s members,

who first came together in 1987, include a synergistic partnership of polyiso manufacturers and industry suppliers. Polyiso is one of the Nation's most widely used and cost-effective insulation products available. To learn more visit www.polyiso.org.