



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

[www.polyiso.org](http://www.polyiso.org)

## The Business of Green: Speakers at PIMA's Annual Meeting Emphasize Role of Business in Achieving Energy Efficiency

**Bethesda, MD** – Energy efficient, green building has evolved from a design and construction strategy used by only a few to one of the most significant forces in development today. To keep members abreast of how other organizations and businesses are addressing the business of green, the Polyisocyanurate Insulation Manufacturers Association (PIMA) brought in a group of highly-regarded speakers at their annual meeting, which was held in Washington, D.C.

Speakers included:

### **Bryan Howard – Legislative Director for the U.S. Green Building Council**

Each year more than 25,000 people attend the annual USGBC International GreenBuild conference, and the group's LEED green building rating system -- endorsed by more than 200 major organizations and governments -- has been used to guide over 7 billion square feet of buildings around the world. Mr. Howard provided an update on how the USGBC continues to work with product manufacturers such as PIMA's members to advance energy efficiency construction.

### **Leanne Tobias – Founder, Malachite, LLC**

With over 20 years of real estate development, investment and management experience, Ms. Tobias assembles and leads green real estate development and management teams. With the building owner in mind, she explained how many businesses make decisions about improving the energy performance of their buildings.

### **Dave Hamilton – Program Director, Climate Change and Energy, Sierra Club**

As a 22-year veteran of federal environmental campaigns, Mr. Hamilton directs the Global Warming and Energy team in Sierra Club's Washington, D.C. office. He offered insights on steps an established and influential organization such as the Sierra Club is taking to engage the business community in energy efficient activities.

"Our nation is quickly embracing the idea that we have to change how we build and retrofit buildings in order to improve energy performance, reduce costs and ensure our energy security in the future," said Jared Blum, President of PIMA. "Just look at GreenBuild which has evolved from a Birkenstocks to Burberry event in a matter of a few years, with major corporations sponsoring and exhibiting at the show.

"It is not just cool to be green, it is a necessity in business today," added Blum. "Each year at our annual meeting, we strive to offer a premier group of thought leaders who can keep our members abreast of trends and thinking concerning energy efficiency, so they in turn can go back to their own companies informed and ready to act."

### **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](http://www.polyiso.org).*