



Helene Pierce of GAF Named New PIMA Chairman During Association's Annual Meeting

PIMA annual meeting focuses on energy infrastructure

Washington, DC, January 25, 2016 – During its annual meeting, the Polyisocyanurate Insulation Manufacturers Association (PIMA) announced that Helene Pierce, Vice President of Technical Services, Codes and Industry Relations at GAF, assumed the chairmanship of the organization on January 1, 2016. She succeeds Jim Whitton of Hunter Panels, who has served as the PIMA chairman for the last two years.

“Helene has extensive and deep technical understanding of the polyiso insulation industry and has served the Association on numerous task groups and initiatives - she is the perfect choice to lead PIMA,” said Jared Blum, PIMA President. “We look forward to her leadership as the building, architecture and specifying communities continues to embrace and reiterate the value of building thermal performance.”

Helene has spent over 34 years in the roofing industry and has been very active in many of the industry's organizations. She received the ASTM Award of Merit and title of Fellow from ASTM Committee D08, the James Q. McCawley award from the Midwest Roofing Contractors Association and the title of Fellow of the Institute from the Roof Consultants Institute.

Among the many groups in which she has been active include ARMA, ASTM International, CSI, the RCI Foundation, CEIR, SPRI, RCMA, PIMA and the CRRC. Helene has also authored and presented numerous papers for the roofing industry and is a frequent contributor to industry publications.

“PIMA represents North America's insulation of choice and its diverse membership provides a truly collaborative environment for all of our members,” said Pierce. “Given the importance of energy efficiency in the building envelope, the demand for continuous high performance insulation for both the roof and walls continues to grow. As the voice for polyiso insulation used in the building envelope and through its many initiatives in education, building codes and standards, technical resources, and QualityMark^{cm}, PIMA's support of the polyiso industry will certainly continue to grow.”

Attended by over 100 members—both polyiso manufacturers and suppliers to the industry—PIMA's two-day annual meeting featured an educational session which presented perspectives on energy infrastructure issues impacting the industry. During the annual meeting, members heard from:

- Lisa Jacobson, President, Business Counsel for Sustainable Energy
- Brad Markell, Executive Director, AFL-CIO Industrial Union Council
- Amy L. Duvall, Senior Director, Federal Affairs, American Chemistry Council
- Sarah Brozena, Senior Director Regulatory and Technical Affairs, American Chemistry Council

“Energy efficiency remains a critical issue as illustrated during the recent COP21 meeting, where there was a palpable shift in the attitude of the business community towards energy efficiency practices and policies,” added Blum. “Our industry stands ready to support any agreement stemming from the COP21 meeting and our role as a trade association is to ensure our members have access to the resources they need.”

About PIMA

For over 25 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 North America's most widely used and cost-effective insulation products available. To learn more visit www.polyiso.org.

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