



## **PIMA Announces Sponsorship of First Annual Conference on Energy Efficient Roofing**

**BETHESDA, MD**, February 12, 2013 – The [Polyisocyanurate Insulation Manufacturers Association \(PIMA\)](#) today announced that it has signed on as a sponsor of the 2013 Energy Efficient Roofing Conference in Charlotte, North Carolina. The conference will take place at the Omni Charlotte Hotel on April 8 and 9.

Energy Efficient Roofing 2013 is a high-level management conference that includes speakers from every aspect of the roofing business to deliver relevant business and technical issues to the energy efficient roof industry.

“PIMA has been dedicated to energy efficiency and sustainability for over 25 years and we believe this conference is an outstanding way for participants from every segment of the roofing industry to better understand and communicate the advantages and concepts of energy efficient roofing,” said Jared O. Blum, President PIMA.

Panel sessions will address a range of topics from building codes, to energy efficient design to finance, such as:

- The Building Code: What Does it Mean to Energy Efficient Roofing
- Daylighting: Adding Sunlight to Your Energy Efficient Roofing Strategy
- Reflectivity and Insulation: A Factual Look at Finding the Balance
- Why Energy Companies are Incentivizing Energy Efficient Roofing
- The Pitch: The Best Way to Sell Through Energy Efficient Roofing

Interactive electronic audience participation will instantly reveal the audiences’ responses to questions on-screen, allowing each attendee to measure his or her own opinion against the entire group's view.

Presenters represent leading experts from the roofing industry and major property owners including:

- Andre Desjarlais, Group Leader, Building Envelope Research, Oak Ridge National Laboratory
- Kevin Franklin, Senior Manager of Business Market Strategy, Duke Energy
- John Geary, Director of Education and Industry Relations for Firestone Building Products
- Dr. James Hoff, DBA, Vice President of Research, The Center for Environmental Innovation in Roofing
- Maureen Guttman, Executive Director of the Building Codes Assistance Project, Alliance to Save Energy

The conference will include a “5 Questions” session. Five representatives from manufacturing, contracting, and property ownership will provide their perspective on five questions regarding the state of the industry and then form a panel for audience questions and interaction.

The conference includes an exhibition of roofing industry participants including manufacturers of raw materials and roofing products. These companies will exhibit their latest product and services intended for the energy efficient roofing market segment. The exhibition, which will be held adjacent to the Conference room, will give attendees the opportunity to discuss their specific needs and interests with these various suppliers.

For more information about the conference please visit [www.RoofingConference.com](http://www.RoofingConference.com).

**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 Nation's most widely used and cost-effective insulation products available. To learn more visit [www.polyiso.org](http://www.polyiso.org).

**About Principia**

Principia is a strategic marketing consulting firm focused on building materials and chemicals. Our industry focus translates into the knowledge and market access needed to have visibility up and down the value chain. Our end to end coverage, from raw materials through the final consumer, delivers the Voice of Customer insights required to best evaluate market realities and help our clients grow revenues, increase market share and improve margins. For upcoming conferences, please visit [PrincipiaConferences.com](http://PrincipiaConferences.com)

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