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Senator Cardin Keynotes PIMA's Annual Meeting

Cardin joined by highly regarded energy efficiency and green construction speakers

WASHINGTON, Nov. 16, 2011 – The Polyisocyanurate Insulation Manufacturers Association (PIMA) annual meeting held in Washington, DC November 7th and 8th, featured several highly regarded speakers, including Senator Ben Cardin, who discussed the importance of bipartisan cooperation in passing legislation aimed at creating jobs and lowering energy costs.

Senator Cardin's Energy-Efficient Cool Roof Jobs Act, which is projected to create up to 40,000 jobs nationwide, aid the construction industry and increase energy-efficiency, is an example of such legislation. In addition to creating thousands of jobs, the bipartisan bill is expected to add \$1 billion of taxable annual revenue in the construction sector and annually reduce carbon emissions by 800,000 metric tons. The act reduces the depreciation schedule for commercial roof retrofits, lowering the current 39-year depreciation in the tax code to a 20-year depreciation schedule for energy-efficient cool roof systems.

"We were honored that Senator Cardin keynoted PIMA's annual meeting," said Jared O. Blum, President of PIMA. "Given the current state of unemployment and the economy, his legislation, which puts construction workers back on the job while also lowering energy costs, is simply a must."

Several other speakers joined Senator Cardin at the annual meeting to discuss energy efficiency and green building initiatives.

Kateri Callahan – President, Alliance to Save Energy

Kateri Callahan gave background information on the Alliance to Save Energy and highlighted how PIMA has been an early and vocal supporter for the group's work. She also stressed that though there is a difficult road ahead for energy legislation it does not mean that some victories can't be obtained, it just may take smaller steps.

The Alliance to Save Energy is a nonprofit organization that promotes energy efficiency worldwide through research, education and advocacy. Under Callahan's leadership, the organization has been influential in passing the Energy Policy Act of 2005 and the Energy Independence and Security Act of 2007, and also witnessed the first increase in funding for Department of Energy efficiency programs since 2002. Callahan has spoken before the United Nations, U.S. Energy Association, European Parliament and the International Energy Agency, among many others.

Following Senator Cardin and Ms. Callahan, there was a roundtable discussion focusing on the limits of command and control mandates for obtaining building energy efficiency improvements with:

Duane Desiderio – Vice President and General Counsel, The Real Estate Round Table

As a real estate industry policy expert in environmental resources and property rights, Desiderio focuses on energy, environmental, land use and transportation issues for The Real Estate Round Table, a national public policy organization representing all sectors of the commercial and multifamily real estate industry. Prior to his work with The Real Estate Round Table, Desiderio held positions at the National Association of Home Builders and the Executive Branch of Congress.

Bill Fay – Executive Director, Energy Efficient Codes Coalition

The Energy Efficient Codes Coalition is a national coalition to boost America's model energy code and is responsible for the "30% Solution 2012," a bill that focuses on using readily available technologies to achieve utility cost savings. Fay has over 25 years experience in managing and leading industry trade associations and national issue coalitions, including several years on Capitol Hill where he worked in both the U.S. Senate and House of Representatives.

Mike Fischer – Director of Codes and Regulatory Compliance, Kellen Company

Fischer's focus on client advocacy in the national model codes, energy codes and state code agencies is backed by a long history of managing building trade associations in residential, commercial, industrial and military applications. As Director of Codes and Regulatory Compliance at the Kellen Company, Fischer carries out code advocacy and state and federal regulatory activities for building and construction clients.

"As the pending election cycle approaches there will be an increased focus on energy efficient legislation and a growing emphasis on green business practices," said Jared Blum, President of PIMA. "From Senator Cardin's Cool Roof Jobs Act to Callahan's promotion of energy efficiency to Fay's work with national energy codes, all of the speakers at our annual meeting have played – and will continue to play – a crucial role in helping to reach the energy goals for our nation."

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.

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