

For Immediate Release

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Vinyl Siding Institute Names New President

Kate Offringa To Succeed Jery Y. Huntley

November 20, 2014 – WASHINGTON, D.C. – Building materials, energy efficiency, and association management veteran Kate Offringa will become president of the Vinyl Siding Institute (VSI) in January, announced Jery Y. Huntley, VSI president and CEO.

Huntley is retiring at the end of the year after leading VSI for 20 years.

"Kate has an impressive record of gaining consensus, implementing effective coalition-building initiatives, and driving membership growth," Huntley said. "She's an accomplished strategist, with a sense of excitement and vision that will inspire and motivate the VSI Board, staff, and members."

Offringa had been president of Tallwood Strategies in Alexandria, VA, where she provided executive management and government relations services to associations and coalitions, including the Vinyl Building Council and the Home Performance Coalition. Prior to that, she held senior management positions at the North American Insulation Manufacturers Association in Alexandria, VA, including five years as the organization's president and CEO. She also worked at the Alliance to Save Energy for five years, managing energy efficiency-focused programs in the building sector.

"I am excited to be joining such a well-established and successful organization, and look forward to helping VSI members expand markets for vinyl and other polymeric siding," Offringa said.

Huntley has been with VSI since January 1995, when she was named executive director and it was a business unit of The Society of the Plastics Industry, Inc. In 2004, she facilitated the transition of VSI to an independent trade association for vinyl siding and other polymeric siding manufacturers and suppliers to the industry.

Under Huntley's leadership, VSI launched the VSI Product Certification Program, the VSI Certified Installer Program, the America Sides with Vinyl marketing initiative, and leading technical and advocacy programs. VSI's product certification program provides third-party validation for approximately 98 percent of the vinyl siding manufactured in the United States, as well as polypropylene siding and insulated siding. More than 8,600 vinyl siding installers have been certified through the VSI Certified Installer Program since it was launched in January 2005. The America Sides with Vinyl marketing initiative educates builders, remodelers, architects, designers, planners, and consumers on the benefits of vinyl and other polymeric siding.

Huntley will continue to consult with VSI, as well as provide meeting facilitation training and services, and executive coaching for selected industry, government, and non-profit clients.

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About the Vinyl Siding Institute

The Vinyl Siding Institute, Inc., located in Washington, D.C., is the trade association for manufacturers of vinyl and other polymeric siding and suppliers to the industry. VSI is the sponsor of the *VSI Product Certification Program* and the *VSI Certified Installer Program*. For more information, visit www.vinylsiding.org and follow us on Facebook (www.facebook.com/aswv.vsi) and Twitter (www.twitter.com/vinylsidinginfo).



Kate Offringa President Vinyl Siding Institute