



Media Release

New Executive Director of Canadian insulation association sets sustainability and energy efficiency as top priorities

(OTTAWA, ON – May 2nd, 2012) - The board of directors of NAIMA Canada today announced the appointment of Jay Nordenstrom as Executive Director of the association.

"Jay brings extensive experience in policy development and advocacy, with established relationships with government and other organizations. He is well suited to help meet the insulation sector's priorities and challenges," stated NAIMA Canada chairman, Ric McFadden, Vice President and General Manager Owens Corning Canada Building Materials Group.



Jay joins NAIMA Canada from the Canadian Association of Railway Suppliers, where, as Executive Director, he was responsible for the overall strategic direction including all aspects of advocacy with the federal and provincial governments and railways, as well as liaising with governments on legislation and program funding.

"This is a very exciting time for Canada's insulation industry and I look forward to working with NAIMA Canada members and the industry as a whole as we continue to promote energy efficiency and sustainability through building products and policy."

Jay started his career as a political aide during the Chrétien government, as the Legislative Assistant to the Honourable Maurizio Bevilacqua, in the department of Finance.

Jay is married with one son.

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For further information, or to arrange interviews, please contact: Don Huff, Environmental Communication Options, at 416-972-7401 or huffd@ecostrategy.ca

NAIMA Canada is the association for North American manufacturers of fibre glass, rock wool, and slag wool insulation products doing business in Canada. Its role is to promote energy efficiency and environmental preservation through the use of fibre glass, rock wool, and slag wool insulation, and to encourage the safe production and use of these materials. NAIMA Canada is a sister organization to the North American Insulation Manufacturers Association (NAIMA).