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## JAMES HOFF NAMED NEW ERA CHAIRMAN

James Hoff, Vice President of Technology & Product Development at Firestone Building Products Company has been named the new chairman of the EPDM Roofing Association's (ERA) at the group's first annual meeting held in Chicago on April 13. He replaces Nick Shears, Vice President of Sales & Marketing for Carlisle SynTec, who will remain on the board of directors.

"As a trade association, ERA has made amazing headway during our first year. Nick Shears and the entire board have done a remarkable job getting out the EPDM story. I look forward to the challenge of continuing this positive momentum," Hoff said.

Two new members have also been added to the group's board of directors. They include Stan Choiniere, National Technical Manager of OMG Roofing Products, and John Murphy, Marketing Manager at Milliken & Company.

The third in a series of ERA sponsored Roofing Technology Conferences has been scheduled in Seattle on May 19. It will be held in conjunction with the CSI ProSpec seminar. In the upcoming fiscal year, the group will be exploring life cycle cost analysis, roof restoration, materials recycling and other sustainability issues.

ERA also named Mari Killian, Advertising Manager at Carlisle SynTec, as chairman of the groups Communications Committee and James Jannasch, Product Planning & Deployment Manager at Firestone, as chairman of the Technical Committee.

More information about ERA is available at their Web site: [www.epdmroofs.org](http://www.epdmroofs.org).

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### About the EPDM Rubber Roofing Membrane

The EPDM (ethylene propylene diene terpolymer) rubber roofing membrane has been an appealing choice of the low-slope commercial roofing industry for over 40 years, with more than 500,000 warranted roof installations on 20 billion-plus square feet. Annually, EPDM accounts for over 1 billion square feet of new roof coverings in the United States, and is the most frequently used roofing material in the marketplace. *Building Design and Construction* magazine and the National Roofing Contractors Association (NRCA) confirmed in their 2002-2003 market surveys that EPDM continues to be the number one roofing membrane of architects, roof consultants and contractors for both new construction and replacement roofing projects.

*The EPDM Roofing Association (ERA) is the first trade association solely representing the manufacturers of EPDM single-ply roofing products and their leading suppliers. ERA provides technical and research support to the public and the construction industry, and communicates the longstanding attributes, consistency and the value proposition of EPDM rubber membrane roofing materials.*