



For Immediate Release

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**Firestone Building Products' John Geary
Named New ERA Chairman**

BETHESDA, MD, April 24, 2012- John Geary, Vice President of Marketing at Firestone Building Products, was named the new Chairman of the EPDM Roofing Association's (ERA) Board of Directors at the group's annual meeting held in Indianapolis earlier this month. He replaces Mike DuCharme, Director of Product Marketing for Carlisle SynTec, who remains on the Board.

"I am honored to be selected as Chairman of ERA," said Geary. "It's important that all members of the building industry know there is an EPDM product – white or black – for every climate. I look forward to working with my ERA colleagues to educate our industry about the considerable benefits of EPDM, and maintaining the product's dominant position in the marketplace."

In other leadership actions, ERA named Robert Reale, Manager of Marketing Communications at Carlisle SynTec, as Chairman of the group's Communications Committee, which continues its extensive editorial outreach program. Working with the ERA headquarters staff, the Communications Committee provided ongoing critical information to the building industry throughout 2011 about changing VOC regulations. This committee has also overseen the redesign and launch of the new ERA website, to be unveiled late this spring.

Ethan McGraw, Product Engineer at Johns Manville, the newest member of ERA, was named Chairman of the Technical Committee. The Technical Committee is committed to providing the industry with state-of-the-art studies demonstrating the sustainability of EPDM. It also is establishing a clearinghouse of information on the appropriate choice of white or black EPDM in various ASHRAE zones.

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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.