



# NEWS RELEASE

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## **EIMA Names New Manager of Public Affairs**

**Falls Church, Va., December 14, 2011**—The EIFS Industry Members Association (EIMA) has announced the hire of Scott Robinson to the position of manager of public affairs. Robinson’s role is effective immediately and he will be based in EIMA’s office in Falls Church, Va.

“It is my pleasure to welcome Scott, who most recently served as chief of staff to Fairfax County Supervisor Jeff McKay” says David Johnston, executive director of the EIFS Industry Members Association (EIMA). “Scott brings several years of state and local government experience to EIMA, where he has worked on numerous legislative, policy, and land use issues”.

As EIMA’s manager of public affairs, Robinson will monitor legislative and regulatory initiatives; advocate the Association’s positions where appropriate before federal and state agencies, officials and industry stakeholders; and analyze the potential effect of legislative and regulatory proposals on the EIFS industry. Additionally, he will be responsible for media relations and generating strategies for advancing EIMA’s interests in all forms of media.

Founded in 1981, the EIFS Industry Members Association (EIMA) is a national non-profit technical trade association comprised of leading manufacturers, suppliers, distributors and applicators involved in the exterior insulation and finish systems (EIFS) industry. For additional information please visit [www.eima.com](http://www.eima.com).



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