



2021 Virtual Summer Conference

MANUFACTURING DAY | HOW TO BUILD YOUR WORKFORCE Julia Asoni

Tuesday, June 22
10:45 – 11:15 a.m. CT

Presentation Overview

The ongoing labor shortage has been incredibly challenging for the building and construction industry, including many fenestration and glazing companies. Your workforce is key to your company's success, but there is something we can do to attract new people to jobs in manufacturing.

As the workforce development and education partner of the National Association of Manufacturers (NAM), [the Manufacturing Institute's](#) mission is to inspire, educate and empower the manufacturing workforce of today and tomorrow by growing and supporting the industry's skilled workers for the advancement of modern manufacturing.

Held annually on the first Friday in October with events that continue throughout the month, Manufacturing Day, known as [MFG Day](#), helps to showcase the reality of manufacturing careers by encouraging thousands of companies and educational institutions around the nation to open their doors to students, parents, teachers and community leaders. This year, MFG Day also includes a strong emphasis on engaging digital and virtual events throughout the country.

Our special guest will share how your company can host events to showcase the career opportunities available at your facilities and to encourage interest in the field of manufacturing, especially in the fenestration and glazing industry.

Speaker Background

Julia Asoni is the Senior Director of Youth Engagement at the Manufacturing Institute, the social impact affiliate of the National Association of Manufacturers (NAM). In this role, Julia raises awareness of careers in manufacturing for students, educators and other stakeholders to match career needs with future opportunities and oversees the Manufacturing Institute's youth outreach efforts.

Before coming to the Manufacturing Institute, Julia was the Director of Global Partnerships at EVERFI, an education technology company focused on critical skills development. While at EVERFI, she launched STEM Career Awareness programs for corporations focused on engaging K-12 youth across the country. Prior to EVERFI, she led business development in the technology sector, after a career transition from neuroscience research at the National Institutes of Health and Johns Hopkins School of Medicine.

Julia attended Wells College and Cornell University, concentrating in bioethics and neuroscience. After years in neuroscience research, she returned to graduate school and earned a Masters degree in corporate communications from Georgetown University. She lives in McLean with her husband, toddler and baby twins.



2021 Virtual Summer Conference

DEMOGRAPHICS
PRECIPITATE ECONOMICS |
PROFOUND STRATEGIC
PLANNING FOR THE POST-
PANDEMIC ERA
Ken Gronbach

Tuesday, June 22
11:30 a.m. – 12:30 p.m. CT

Presentation Overview

Come explore the common sense, easy-to-understand, counter-intuitive and fascinating realm of demography. The speaker will bring you into his world of counting people and accurately forecasting future markets.

Questions answered during the session will include the following.

- What products or services will fly or die?
- What nations are demographically doomed?
- What countries and continents are demographically positioned to excel?
- How will workforces change?
- Where is the best source of talent?
- How do I write a post-pandemic strategic plan?

This keynote speaker will provide thought-provoking ideas to prepare your company for life after the pandemic.

Speaker Background

Ken Gronbach is president of KGC Direct, LLC and is an internationally respected demographer, who has been able to forecast societal, commercial, economic, cultural and political phenomena with uncanny accuracy.

He is predicting that the United States and the Americas, because of their superior demographics over any other continents, will excel culturally and economically in the post-pandemic era.

Ken's unusual blend of marketing savvy and common-sense demography, based on over 20 years of proprietary demographic study, set him apart. Ken's company does high-value customized demographic research, and he speaks all over the United States and the world.

He is the author of the best-selling book *The Age Curve: How to Profit from the Coming Demographic Storm*. His first book, *Common Census, the Counter-Intuitive Guide to Generational Marketing*, was released in 2005. *Decades of Differences: Making it Work* is a comprehensive guide to coping with three generations in the workforce and was released in 2011. Ken's newest book, *Upside: Profiting from the Profound Demographic Shifts Ahead*, was published in April 2017.



2021 Virtual Summer Conference

**ALUMINUM EXTRUDERS
COUNCIL (AEC)
Jeff Henderson**

**Tuesday, June 22
1:00 – 1:30 p.m. CT**

Speaker Background

After a 20 year career in the aluminum extrusions industry with Hydro Aluminum, Alcoa, and Sapa Extrusions holding positions ranging from General Manager of Sapa Extrusions Delhi, LA operations to North America Director of Marketing and Business Development, Jeff Henderson joined the Aluminum Extruders Council.

Since 2016 Jeff serves as the President of the Aluminum Extruders Council.



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ALUMINUM ASSOCIATION (AA) REPORT Lauren Wilk

Tuesday, June 22
1:30 – 2:00 p.m. CT



Presentation Overview

In this session, Lauren Wilk will present the latest developments from the Aluminum Association (AA).

Speaker Background

Lauren Wilk joined the Aluminum Association in October 2017 and now serves as the Vice President, Government Relations and International Programs. In this role, Wilk leads the association's Government Relations department and its policy development and advocacy efforts in support of our key policy priorities. In addition to building our relationships with the new Administration and strengthening the association's voice in Congress, she also leads the association's engagement with international organizations that impact the U.S. aluminum industry.

Prior to joining the Aluminum Association, Lauren was Director of Trade Policy at the National Association of Manufacturers in Washington, D.C. She previously served as a Senior Legislative Assistant for former U.S. Representative Donald Manzullo. Prior to working on Capitol Hill, she worked for the Aerospace Industries Association and the American Farm Bureau Federation. A Kansas native, she received a B.S. in Journalism and a B.A. in Political Science from the University of Kansas and a M.A. in National Security Studies from the Naval War College.

Lauren recently served two terms on the Board of Directors of the Junior League of Washington and is an active Pi Beta Phi alumna. She lives with her husband and sons in Takoma Park, Maryland.



2021 Virtual Summer Conference

OSHA VOLUNTARY PROTECTION PROGRAM | A PARTNERSHIP FOR A HIGH LEVEL OF SAFETY

Brad Baptiste
Rob Grommesh

Thursday, June 24
2:15 – 3:00 p.m. CT



Presentation Overview

Sponsored by the Fenestration Safety Committee, Brad Baptiste (OSHA) and Rob Grommesh (Cardinal Glass) will provide an overview of Cardinal's journey via OSHA's Voluntary Protection Programs (VPP) and Cardinal's achievement of VPP Star recognition.

Brad and Rob will provide an overview of the process of becoming a VPP workplace and the direct and indirect benefits of the program, including an exemption from programmed OSHA inspections.

Voluntary Protection Programs recognize employers and workers in the private industry and federal agencies who have implemented effective safety and health management systems and maintain injury and illness rates below national Bureau of Labor Statistics averages for their respective industries.

In these programs, management, labor and OSHA work cooperatively and proactively to prevent fatalities, injuries, and illnesses through a system focused on hazard prevention and control; worksite analysis; training; and management commitment and worker involvement. To participate, employers must submit an application to OSHA and undergo a rigorous onsite evaluation by a team of safety and health professionals. VPP participants are re-evaluated every three to five years to remain in the programs.

Speaker Backgrounds

Brad Baptiste

As the Voluntary Protection Program (VPP) Manager for OSHA Region VIII since 2004, Brad Baptiste has served as an Industrial Hygienist, a Safety Compliance Officer, and as an Assistant Area Director in area enforcement offices since joining OSHA in 1991. Brad received a BS in Biology from Texas Christian University and a Masters in Public Administration from Louisiana State University.

Brad and his wife Pam have two kids, and when he is not driving them to a baseball game, a track meet, a 4H meeting or a diving competition, he enjoys spending time fly fishing, hiking, hunting and shooting trap.

Rob Grommesh

Beyond serving as a leader on the FGIA Fenestration Safety Committee, Rob Grommesh is currently the IG Technical Service Manager at Cardinal IG company in Saint Louis Park, Minnesota, and FGIA director. He has worked at Cardinal since 1999 in various roles including R&D Engineer and a plant Safety Manager. Prior to Cardinal, Rob worked as an OSHA inspector for the State of Minnesota. Rob earned his BS in Chemical Engineering from the University of Minnesota.

Rob is married with two children and outside of work enjoys woodworking and cooking.



2021 Virtual Summer Conference

GLASS RECOMMENDATIONS FOR FLORIDA SEA TURTLE HABITAT AREAS

Jennifer Hatfield

Wednesday, June 23

10:00 a.m. – 10:30 a.m. CT



Presentation Overview

Jennifer Hatfield, FGIA Codes Consultant, will discuss the latest glass recommendations for Florida sea turtle habitat areas.

Speaker Background

Jennifer Hatfield has nearly 20 years of legislative and regulatory experience. She has spent the last 11 years working as the managing member of J. Hatfield & Associates, PL, a government consulting business based out of Rockledge, Florida. Jennifer began consulting for what was then the American Architectural Manufacturers Association in August 2018 and has continued in that role with the Fenestration & Glazing Industry Alliance.

Jennifer has a Bachelor of Arts in Government from the College of William & Mary and is a graduate of the Frederic G. Levin College of Law at the University of Florida. She is a member of the Florida Bar and previously worked at the Florida Legislature as a committee attorney for the Florida House of Representatives.



2021 Virtual Summer Conference

CODES REPORT | U.S. AND
CANADIAN NEWS AND
UPDATES

Jennifer Hatfield
Kathy Krafka Harkema
Amy Roberts

Wednesday, June 23
11:45 a.m. – 12:45 p.m. CT

Presentation Overview

In this session, you'll learn about:

- How FGIA positions on International Code Council (ICC) Group A proposals of interest fared in Committee Action Hearings, and next steps as FGIA prepares for ICC Public Comment Hearings.
- The latest on state and local codes including how a recommendation by the Florida Fish and Wildlife Commission (FWC) could impact visible light transmittance requirements in Florida coastal areas.
- NECB, Part 9-section 9.36, and National Building Code of Canada (NBC) updates including standing committee actions on 2020 outstanding PCF's, plus what's new in Canadian provincial codes and relevant regulations including the Canada Free Trade Agreement.
- The 2025 priority list for the Canadian Commission on Building and Fire Codes (CCBFC).
- U.S. Western Region highlights including the latest from California plus Southeast Region highlights and updates from other key states.

Moderator: Margaret Webb, FGIA Glass Products and Canadian Industry Affairs Director

Speaker Backgrounds

Jennifer Hatfield

As FGIA's Codes Consultant, Attorney Jennifer Hatfield is the managing member of J. Hatfield & Associates, PL, a government consulting business. She negotiates and testifies on behalf of FGIA in International Code Council hearings and monitors ICC action, and advises FGIA members as they consider positions in I-Codes and state codes like Florida, where she resides in Rockledge.

Kathy Krafka Harkema

As FGIA's U.S. Codes and Regulatory Affairs Manager and an industry influencer for decades, Kathy Krafka Harkema researches, reports on and advocates for industry and government regulations and building codes on behalf of members.

Amy Roberts

Amy Roberts is FGIA's Director of Canadian and Technical Glass Operations and oversees the FGIA Canadian standards and regulatory building and energy codes, as well as the IGMAC Certification Program for Insulating Glass Units. She has more than 20 years of industry experience in glass and IG manufacturing, and in both residential and commercial window manufacturing.



2021 Virtual Summer Conference

VISUAL DELIGHT | THE MANY BENEFITS OF DAYLIGHT, VISION AND VIEW

Lisa Heschong

**Wednesday, June 23
1:15 – 2:15 p.m. CT**

Presentation Overview

The benefits of daylighting are many, and the fenestration and glazing industry is perfectly poised to take advantage of all these attributes and to relay those benefits to customers.

This session will examine the many ways that our lives are enriched by the presence of natural daylight and window views within our buildings. Daily exposure to the rhythms of daylight is essential to our health and well-being, tied to the very genetic foundations of our physiology and cognitive function. The subtlety, beauty and pleasures of well-daylit spaces and attractive window views will be covered and how these are woven into the fabric of both our everyday sensory experience and enduring cultural perspectives.

The speaker will share personal stories and persuasive research, helping participants to gain a deeper understanding of the scientific basis of designs and to more fully appreciate the role of daylighting in everyone's lives.

Speaker Background

Lisa Heschong is a Fellow of the Illuminating Engineering Society (IES), a Founding Principal of the Heschong Mahone Group (HMG) and a licensed architect for 30 years. At HMG, Lisa led the research team that found a correlation between daylight in classrooms and improved student performance, and daylight and retail sales. As Chair of the IES Daylight Metrics Committee, she helped establish a new set of climate-based daylight performance metrics, including sDA and ASE.

She is author of *Thermal Delight in Architecture*; co-author of *The Skylighting Guidelines*; *The Advanced Lighting Guidelines*; *Residential Windows: A Guide to New Technologies and Energy Performance*; along with numerous technical papers on energy performance of buildings. Her newest book *Visual Delight in Architecture: Daylight, Vision and View* explores new findings on the physiological, cognitive, social and cultural importance of daylight and view in our everyday environments.

Lisa has a B.Sc. from UC Berkeley, and Masters of Architecture from MIT, where she was awarded the AIA School Medal. In 2011, she received the Haecker Award for lifetime achievement from the Architectural Research Centers Consortium.

When not on a Zoom call, Lisa loves to sail with her husband in Monterey Bay, ride horses in the Santa Cruz hills and play with her rapidly growing grandchildren.



2021 Virtual Summer Conference

FGIA EDUCATION PROGRAM OPPORTUNITIES

**Janice Yglesias, Executive
Director**

**Kaydeen Laird, Education
Manager**

**Thursday, June 24
11:15 – 11:45 a.m. CT**



Presentation Overview

The on-going struggle to find qualified employees makes training more important than ever. Being able to lean on industry organizations like FGIA for training resources is highly advantageous, saving resources and delivering unbiased, high-quality content.

The FGIA library of education courses and programs is plentiful. With content ranging from technical standards for fenestration and insulating glass to leadership development skills, there is something available for everyone. And many of these programs have recently undergone significant revision and improvement.

Catch this session to learn about all the education opportunities available to you and the special discounts offered to FGIA members. Programs to be discussed include:

- InstallationMasters®
- FenestrationMasters®
- IG Fabricators Workshop (in-person and newly online)
- Fundamentals of Fenestration
- Preventing IG Failures
- Leadership Development

Speaker Backgrounds

Janice Yglesias

Janice Yglesias began her career with the association in 1999 serving in an administrative support role. Over the years she has directed or consulted on all operations activities. As FGIA's Executive Director since 2018, Janice oversees the full organization with specific focus on strategic planning, financial management, operational efficiency, systems capabilities, program development and customer needs assessment.

Kaydeen Laird

Kaydeen Laird has worked for the association since 2003. As FGIA's Education Manager, she oversees all fenestration and glass education initiatives. Kaydeen is responsible for the execution of webinars and professional certification programs, including FenestrationMasters® and InstallationMasters®.



2021 Virtual Summer Conference

THE VINYL INSTITUTE REPORT | FEATURING: ASTM ENVIRONMENTAL REPORT

Domenic DeCaria

Thursday, June 24
1:00 – 2:00 p.m. CT



Presentation Overview

In this session, you'll learn about:

- Recent vinyl industry statistics on product segmentation, exports, and workforce
- Key Initiatives of the industry, including the latest in plastic legislation and infrastructure spending bills
- The Vinyl Sustainability Council, including projects to encourage recycling, report emissions, reduce embodied carbon and promote user, community and worker health.
- The ASTM E50 committee, which is focused on environmental assessments for property transitions, and more recently on climate and community health
- The ASTM E60 committee, which deals with sustainability and resiliency, including a framework for other standards that define resiliency through how a product or material ages, weathers or performs over time, maintenance and replacement ease, and more.

Speaker Background

As Technical Director of the Vinyl Institute, Domenic DeCaria explores threats and opportunities related to the vinyl value chain with a wide range of stakeholders. Domenic is responsible for technology, standards and regulatory matters related to material science, recycling, sustainability and other core PVC/vinyl industry priorities.



2021 Virtual Summer Conference

LEGISLATIVE AND REGULATORY REPORT | U.S. AND CANADIAN NEWS AND UPDATES

Kathy Krafka Harkema
Amy Roberts

Thursday, June 24
2:15 – 3:15 p.m. CT

Presentation Overview

In this session, you'll learn about:

- The Biden administration's plans for expanding ENERGY STAR programs, electrifying more buildings across the U.S., encouraging purchases of electric vehicles, and driving building renovations to reduce Greenhouse Gas Emissions.
- How the new U.S. administration's focus on climate change is changing the focus across federal agencies in the U.S., including the launch of new proposed building standards for federal buildings.
- The status of Natural Resources Canada's Market Transformation project aimed at reducing energy consumption and how it could impact our industry.
- Cross Organization White Paper on Thermal Performance Metrics in Canada
- ASTM E06.22.05 and ASTM E06.22.02
- CSA A440.2 / A440.3 working groups
- NFRC LEAFF update
- The latest on U.S. regulations including reversals in the Migratory Bird Act, more stringency in the Toxic Substances Control Act (TSCA) and more.
- How skyrocketing costs for lumber and other building materials are impacting the construction business and housing market.
- How the increasing number of people getting vaccinated for COVID-19 has eased U.S. requirements to wear face masks, and has influenced travel and trade, plus much more in this information-packed session you won't want to miss.

Moderator: Margaret Webb, FGIA Glass Products and Canadian Industry Affairs Director

Speaker Backgrounds

Kathy Krafka Harkema

As FGIA's U.S. Codes and Regulatory Affairs Manager and an industry influencer with decades of international, federal, state, and local legislative and regulatory experience, Kathy Krafka Harkema researches, reports on and advocates for government regulations and building codes on behalf of members and the industry.

Amy Roberts

Amy Roberts is FGIA's Director of Canadian and Technical Glass Operations and oversees the FGIA Canadian standards and regulatory building and energy codes, as well as the IGMAC Certification Program for Insulating Glass Units. She has more than 20 years of industry experience in glass and IG manufacturing, and in both residential and commercial window manufacturing.