

Jery Y. Huntley Biography

In 2015 Jery Y. Huntley began jyhConsulting, a firm established to weave together the broad scope of experience derived from her career successes and personal endeavors and play it forward to assist clients through training in meeting facilitation, executive coaching, and facilitating difficult meetings. She also provides services relating to association product and installer certification programs. After a challenging career in association leadership, the building products industry, issues management, business, government, politics, education, and libraries, often as a ground-breaking woman, and personally as a single parent caring for ailing parents, she has great stories to tell and lessons to teach.

From January 1995 through 2014, Jery Y. Huntley led the Washington, DC-based Vinyl Siding Institute, Inc. (VSI), the trade association for vinyl and other polymeric siding manufacturers and suppliers to the industry, first as executive director and then as president and CEO. Ms. Huntley fostered an environment where members were enthusiastic about participation in VSI and made decisions for improvement of the entire industry. She guided Board and committee actions, maintained industry membership, oversaw administrative and fiscal responsibilities, implemented strategic planning and coalition building, and developed and managed professional staff responsible for technical, certification, installation, marketing, federal advocacy, and code and regulatory activities.

In 2004 Ms. Huntley successfully facilitated the transition of VSI from a business unit of the Society of the Plastics Industry, Inc., to an independent trade association, including negotiating the legal, logistical, and administrative aspects of the move.

The most important accomplishments of VSI under her direction were improved product quality and public perception of the industry and its products through design and implementation of the *VSI Product Certification Program*, the *VSI Certified Installer Program*, and the *America Sides with Vinyl* marketing initiative. VSI's product certification program provides third-party validation for approximately 98 percent of the vinyl siding manufactured in the United States along with additional Canadian production and also certifies polypropylene and insulated siding. The *VSI Certified Installer Program* was launched in January 2005 following several years of development under Ms. Huntley's leadership and has certified almost 10,000 installers; the *America Sides with Vinyl* campaign educates on the benefits of vinyl siding since spring 2005.

Through a partnership Ms. Huntley developed between VSI and Habitat for Humanity International and its affiliates, the vinyl siding industry has demonstrated social responsibility with donations to Habitat of about \$3 million in siding and accessories, and the *Ask Me About Certified Vinyl Siding™* program, which trained Habitat volunteers on proper vinyl siding installation techniques. In 2006, VSI also began similar support for The Fuller Center for Housing. She used VSI as a model to encourage other associations, corporations, and non-profits to partner with Habitat, The Fuller Center for Housing, and other nonprofit housing organizations. Ms. Huntley has also provided management consulting and has been a spokesperson for these organizations.

From 1989 through 1994, Ms. Huntley was the plastics industry's director of recycling, serving in that capacity for the Council for Solid Waste Solutions/American Plastics Council. She guided

the plastics industry in recycling initiatives as leader and strategist, advising the plastics industry, governments, and non-profit groups, and implementing new programs.

Previous to involvement with the plastics industry, Ms. Huntley was national sales representative and director of government relations for Conservatree Paper Company, the first environmentally sound business in the United States. She opened the Washington, DC office serving as corporate lobbyist/liaison to government (federal, state, and local), along with paper industry and environmental/non-profit organizations. She served as a speaker, strategist, and networker on solid waste initiatives and was on the National Recycling Coalition board of directors from 1986 to 1993.

Ms. Huntley's staff work for now U.S. Senator Charles E. Schumer began in 1978 as his legislative director in the New York State Assembly and continued through his campaign for Congress. She then took the role of Rep. Schumer's legislative assistant for special projects in Washington, DC. She served as a volunteer on his initial U.S. Senate campaign and continues her support of Sen. Schumer's efforts in campaigns around the country.

From 1972 to 1977 Ms. Huntley was a teacher and school library media specialist in New York State. Ms. Huntley holds both Bachelor of Arts in education (1971) and Master of Library Science (1972) degrees from the State University of New York at Albany.

As a teacher, meeting facilitator, and mediator, Ms. Huntley uses VSI as a model to promote techniques for effective meeting and association management, having taught and mentored hundreds of trade association, corporate, government, military, non-profit and legal personnel. Among the awards won under her leadership are several from the American Society of Association Executives, as well as accolades from Habitat for Humanity International and its affiliates and The Fuller Center for Housing.

Year round, she uses her skills in grantsmanship for the Keene Valley Library and is currently leading an innovative online audio history program using grant funds entitled *Adirondack Community: Capturing, Retaining, and Communicating the Stores of Who We Are*. She continues her political involvement in campaigns around the country and her work with Habitat for Humanity affiliates.

She currently resides in Washington, DC and Keene Valley, NY. Her son, John (Jay) D. Huntley III and his wife Brooke live in Atlanta, GA and daughter Jessica Reamy and grandchildren Caitlin and Robert reside in Powhatan, VA.