

## Jery Y. Huntley Biography

In 2015 Jery Y. Huntley began jyhConsulting, 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, she has great stories to tell and lessons to teach.

From 1995 through 2014, Jery Y. Huntley served as President and CEO of the Washington, DC-based Vinyl Siding Institute, Inc. (VSI), the trade association for vinyl and other polymeric siding manufacturers and suppliers to the industry. 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 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.

Through a partnership Ms. Huntley developed between VSI and Habitat for Humanity International and its affiliates, the vinyl siding industry demonstrated social responsibility with donations to Habitat of approximately \$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 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 nonprofit housing organizations. She continues to volunteer.

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.

Earlier, 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 became Rep. Schumer's first Washington, DC staff as legislative assistant for special projects. 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 a Bachelor of Arts in education and Master of Library Science degrees from the State University of New York at Albany.

Ms. Huntley has continued to present her interactive course on meeting facilitation and dealing with difficult people for over 25 years (both in-person and virtually) and has thereby taught and mentored hundreds of trade association, corporate, government, military, non-profit, and legal personnel.

Year round, she volunteers for the Keene Valley Library, initially focusing on grants, and now leading the innovative online audio history program *Adirondack Community: Capturing, Retaining, and Communicating the Stores of Who We Are*. She is now introducing *OurStoryBridge*, a resource and tool kit for libraries and other non-profit organizations to help them produce crowdsourced, community story projects based on the *Adirondack Community* model.

Ms. Huntley currently resides in Washington, DC and Keene Valley, NY.