

# WHAT'S NEW

December 1, 2010

To: GenFlex Authorized Distributors  
GenFlex Licensed Contractors

**Subject: Eric Ziemba assumes leadership of GenFlex Roofing Systems**

Eric Ziemba has been promoted to the position of GenFlex General Manager effective January 1, 2011. In his new role, Eric will assume overall management responsibility for the company as well as day-to-day management of the field sales organizations in the U.S. and Canada. Eric will continue to be supported by Dan Thomas, GenFlex Business Development Manager, the nationwide network of GenFlex sales managers and representatives in the U.S., and Roofmart, our exclusive rep/distributor in Canada.



Eric comes to GenFlex from his most recent role as the North Central Regional Business Manager at Firestone Building Products. Eric's background includes terms as the National Sales Manager of Firestone Metal Products, Marketing Manager at GAF and thirteen years in a succession of positions of increasing responsibility at ITW/Buildex. I am confident that Eric's extensive background and varied experience in our industry will provide GenFlex with an injection of energy and fresh thinking that will benefit customers and teammates alike. Eric can be reached at: 317-575-7206 and [ziembaeric@genflex.com](mailto:ziembaeric@genflex.com). Please welcome Eric to the GenFlex family.

Meanwhile, Marty Jolly and I have accepted opportunities to become involved in new groups within our corporation that will focus on business development in cutting-edge arenas of our industry. Marty joins a new group called Building Envelope Solutions that will focus on developing opportunities in related building materials markets where we currently do not have a presence. I have been charged with building a new team called Energy Solutions to take advantage of the emerging market for photovoltaic applications on low slope roofing.

All of us are excited and energized by the opportunities presented by these changes, just as we were a short four years ago when joining GenFlex. At the same time, we leave behind the team we have built and many great customer relationships that we cherish. It is our fervent desire that those relationships continue and that, in our new roles, we can bring even greater opportunity to GenFlex customers.

I would also like to take this opportunity to wish all of you a great holiday season and a prosperous 2011. GenFlex looks forward to being a part of your success. Thank you all for your continuing support.

Best Regards,



Gary S. Thompson  
General Manager

CC: Internal Distribution  
Field Sales Team

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