



Continental Automated  
Buildings Association

**Your Information  
Source  
for  
Home & Building  
Automation**

**North America's  
Home & Building  
Automation Association**

1173 Cyrville Road, Suite 210  
Ottawa, ON K1J 7S6

Tel: 1. 613.686.1814  
Fax: 1.613.744.7833  
US/Canada: 1.888.798.CABA

Web: [www.caba.org](http://www.caba.org)  
E-mail: [caba@caba.org](mailto:caba@caba.org)

## LEADERSHIP ANNOUNCED FOR CABA's INTERNET HOME ALLIANCE RESEARCH COUNCIL

August 15, 2007

The Continental Automated Buildings Association (CABA) today announced the following appointments:

Carol Priefert from Whirlpool Corporation, has been appointed Chair of CABA's Internet Home Alliance Research Council. As Chair of the Council, she will lead the development and selection of new research projects, oversee projects in progress, and assist with the Council's budgetary process. Priefert is a Senior Manager at Whirlpool. She has been closely involved with measuring consumer interest in the benefits of home consumer technologies through the Internet Home Alliance. Over the past few years, Priefert has been involved in developing market research to determine consumer interest in connected home technology, their sources of product information, and criteria for purchases.

David Dollihite of Direct Energy was named Vice-Chair of CABA's Internet Home Alliance Research Council. As Vice-Chair of the Council, Dollihite will assist the Chair with her duties, and take a special interest in projects focused on the energy sector. As Vice President of U.S. Home Services for Direct Energy, a North American leading retailer of energy and related services, Dollihite is focused on the development of products and services for the residential heating, ventilation and air conditioning (HVAC) market. He brings 20 years of experience to his role, eight in the energy industry and 12 years in related energy and chemical industries.

"We are pleased that industry executives of such high caliber will lead CABA's Internet Home Alliance Research Council for the next year," states Ronald J. Zimmer, CABA President & CEO. "We can expect under their guidance that more companies will work collaboratively to develop and test new, innovative technology-driven home concepts and solutions."

CABA's Internet Home Alliance Research Council is a cross-industry network of leading companies engaged in collaborative research, the Alliance's research projects enable participating companies to gain important insights into the sector and leverage those insights into viable new business opportunities.

The Research Council utilizes systematic and proven project management techniques to maximize the benefits of research collaboration for all participants. Using these techniques, members determine their mutual research goals and objectives and are able to work together to accomplish what may be impossible to do individually.

Funded solely by each project team, members are able to drive their research agendas and maximize their collaboration experience. Council initiatives ensure that team members are provided with critical market data that helps them refine their product development and marketing efforts.

More information about the Council is available at: [www.caba.org](http://www.caba.org).

**About CABA**

The Continental Automated Buildings Association (CABA) is a leading industry association that promotes advanced technologies in homes and buildings in North America. More information is available at [www.caba.org](http://www.caba.org).

**Media Contact:**

Rawlson O'Neil King  
Communications Director, CABA  
king@caba.org  
613.686.1814 x225  
888.798.CABA (2222)