



Continental Automated
Buildings Association

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

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Laurie Coleman Figy of Whirlpool Corporation Appointed to CABA Board

June 10, 2011

The Continental Automated Buildings Association is pleased to announce that Laurie Coleman Figy of Whirlpool Corporation has been appointed to the CABA Board of Directors.

“CABA is very excited to announce the appointment of Laurie Coleman Figy to the Board,” said Ronald J. Zimmer, President & CEO of CABA. “Her experience in consumer market research and emerging technologies will be a great asset to our organization.”

Figy is a Senior Manager of Consumer Insights at Whirlpool. She is responsible for delivering objective, consumer-relevant insights to satisfy the ultimate mission of building desirable products that will captivate loyal customers.

Figy has been with Whirlpool Corporation for 10 years and has held positions in e-business, sales promotions, global information systems and most recently, consumer and marketplace insights.

She holds a Bachelor of Science degree in Advertising and Public Relations from Grand Valley State University and a Master of Science in Management from Cornerstone University.

“CABA is known for its excellence in executing collaborative industry research and I am honored to be associated with such a prestigious group,” said Figy. “I look forward to contributing ideas and insight on the CABA Board.”

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 <http://www.caba.org/>.

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