

NEWS RELEASE
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Insulating Concrete Forms Manufacturers Association (ICFMA)

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ICFMA Board of Directors Welcomes New Executive Director and Launches Strategic Plan Process

OTTAWA, September 30, 2026 -- The Board of Directors of the Insulating Concrete Forms Manufacturers Association (ICFMA) announced the appointment of James (Jim) Facette as the association's Executive Director, effective August 1, 2026. The announcement was made at the board's in-person meeting in Toronto, where directors gathered to formally welcome Jim and receive an initial progress report on the development of the association's new 3-year strategic plan.

Jim brings 25 years of experience as President/CEO and Executive Director of Canadian industry associations; he is bilingual in English and French and is based in Ottawa. "We are excited Jim has joined us at a time when we build out ICFMA to a new chapter of it's life", said Mike Kennaw, Chair of the ICFMA Board of Directors.

Since joining the association, Jim has conducted in-depth conversations with all eight board directors and has begun meeting with key industry stakeholders as part of a structured strategic planning process.

The new strategic plan will build on ICFMA's established technical credibility -- including its landmark NFPA 285 fire testing study completed in partnership with the National Ready Mixed Concrete Association -- and will focus on growing the overall ICF market across North America. Priority areas include expanding the association's membership base, strengthening advocacy on building code and regulatory files in both Canada and the United States, and positioning ICFMA as the authoritative industry voice for the ICF industry in Canada and the United States.

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About the ICFMA: The Insulating Concrete Forms Manufacturers Association (ICFMA) is the North American trade association representing manufacturers of insulating concrete form (ICF) products. Founded in 2014, ICFMA promotes the technical excellence, code compliance, and market development of ICF construction across Canada and the United States. Member companies include leading ICF manufacturers serving both residential and commercial markets. For more information visit icf-ma.org.

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