



Continental Automated
Buildings Association

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

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

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MORIYAMA APPOINTED NEW CHAIR OF CABA MARKETING & EBUSINESS COMMITTEE

August 24, 2004

CABA is pleased to announce that CABA Board member Ken Moriyama, VP, Strategic Technology Development for Leviton Manufacturing Co. Inc., has assumed the chairmanship of CABA's Marketing & eBusiness Committee.

The Committee is designed to monitor and identify business practices and technologies that will enhance CABA's market position as the main source of information for the North American home and building automation industries.

Its focus is on all aspects of CABA's marketing efforts (membership growth and retention, event participation, reaching "CABA stakeholders") and CABA's eBusiness strategy, especially as it relates to marketing and promotion of CABA, its members and the industry as a whole.

"I am extremely pleased to be serving as the chair of this Committee," stated Moriyama. "I strongly support CABA's mission to facilitate collaboration between leading companies in our marketplace with the common goal of improving technology across the board. This Committee is quite important because it works to promote and publicize these efforts to the public and the industry itself."

Moriyama will assume the chairmanship of the Committee at its next meeting, scheduled for September 2, 2004. The agenda for the meeting includes discussions concerning the development of a technology roadmap on smart houses, the creation of a new event for the residential industry segment, and the approval of CABA's marketing and communication strategy for the next year.

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.

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