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**International Surface Fabricators Association Hires New Content Manager,
Editor of *Countertops & Architectural Surfaces Magazine***

Ingomar, Pa. – April 21, 2021 – The International Surface Fabricators Association (ISFA) has hired Sarah Peiper to lead communications and content management for the association. In addition, Peiper will serve as editor of ISFA's flagship publication, *Countertops & Architectural Surfaces* magazine.

Peiper brings with her twenty years of experience in editorial, sales, marketing and communications with specialization in publishing. She has worked with both consumer and trade publications ranging from magazines, newspapers, and books, as well as digital platforms. Peiper holds a bachelor's degree in journalism from the University of Kansas.

Prior to joining ISFA, Peiper was the director of marketing for an independent publisher and content syndication company. She began her career in editorial and page design and then branched out to sales and marketing. She has an impressive portfolio of works that spans hundreds of mastheads.

"We're very excited to have Sarah on board," said Nancy Busch, executive director of ISFA. "Her depth of experience, knowledge and content creation capabilities will complement our growing team."

Peiper's responsibilities include the editorial development, creation and delivery of the quarterly publication, *Countertops & Architectural Surface* magazine, as well as the management of all communications on behalf of ISFA. The association will lean on Peiper to create and execute communication strategies that aim to improve engagement and increase membership of what is a vital association within the manufactured surface industry.

Any press releases or related industry news can be directed to Sarah at Sarah@ISFAnow.org. She can be reached by phone at 888.599.ISFA ext. 3.

For more information about the International Surface Fabricators Association and *Countertops & Architectural Surfaces* magazine, visit www.ISFAnow.org.

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The International Surface Fabricators Association (ISFA) is globally recognized as a premier trade organization serving the manufactured surface industry. ISFA exists to help fabricators and other industry professionals increase product quality, improve safety measures, encourage professionalism and elevate profitability by facilitating education, standards and camaraderie. ISFA values innovation, dependability, trust, honesty, ethics, and serving others above all else. Learn more at www.ISFAnow.org.

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Countertops & Architectural Surfaces magazine is the official publication of the International Surface Fabricators Association (ISFA). It contains the latest news and information relevant to the countertop and manufactured surface industry. Access the digital edition at www.ISFAnow.org.