

September X, 2009

«First_Name» «Last_Name»
«Company_Name»
«Address»
«City», «State» «ZIP»

Dear Mr. «Last_Name»:

Meeting the Energy Efficiency Needs of Today! The Roof Coatings Manufacturer's Association (RCMA) invites you to become a part of its growing membership and the RCMA Solar Reflective Coatings Council (SRCC). This timely redirection at RCMA focuses on the heavily promoted energy efficient & sustainable coatings being supported by Secretary Chu and the US Department of Energy, along with many other green and sustainable government and non-government groups. RCMA is excited about the increased visibility of acrylic/elastomeric coatings, pigmented coatings and aluminum coatings as these coatings are a primary avenue to achieve an energy efficient roofing system. Green building standards, sustainably standards, and energy codes continue to change to encourage and/or mandate that building owners use energy efficient building materials, and RCMA members are positioned to emerge as leaders in the field of energy efficient and sustainable building envelope technology.

Positioned at The Top: Roof coating manufacturers must effectively and creatively position themselves in this increasingly competitive arena to succeed. To best achieve this strategic positioning, RCMA is undertaking key projects to promote the uses of sustainable and energy efficient roof coatings such as:

- **Expanding the mission of the White Coatings Council (now the Solar Reflective Coatings Council)** to include not only white coatings, but aluminum and pigmented coatings;
- **Investing resources to advocate and lobby for the inclusion of all energy efficient reflective roof coatings under the American Recovery and Reinvestment Act of 2009** for the home-owner tax rebate incentive program;
- **Educating Architects, Engineers, Specifiers, Building Owners and Maintenance Crews** on the benefits of energy efficient roof coatings;
- **Challenging overly restrictive Volatile Organic Compound (VOC) limits** that give no consideration to the energy saving and sustainable attributes that roof coatings provide;
- **Promotion with the public utilities commission and electric companies** for the use of energy efficient coatings in low-slope roofing applications; and
- **Coordinating speakers such as Congressman Russ Carnahan (D-MO), Co-Chair and Co-Founder the Congressional High Performance Building Caucus for RCMA's October 1, 2009 Government Affairs Meeting.**

By aggressively pursuing issues that affect the industry and through focused programs targeted to specific and timely issues that will benefit the membership's bottom line, RCMA has become one of, if not the foremost, recognized industry organizations.

Preserving Roofs—Conserving Resources: RCMA is the national trade association representing the manufacturers of cold-applied coatings and cements used for roofing and waterproofing, as well as the suppliers of products, equipment, and services to and for the industry. This invitation is being extended to your company to help promote and participate in these key initiatives to support energy efficient roofing systems and coatings. RCMA membership dues are based on sales with the industry.

- **RCMA Regular Members** include bituminous and aluminum coating manufacturers; and
- **Solar Reflective Coatings Council Members** included elastomeric (white) and/or pigment coating manufacturers.

- **Associate Members** include suppliers, equipment, machinery and/or services to Regular and SRCC members.

Membership with the association will provide benefits to your company by ensuring the fair and equitable treatment and promotion of energy efficient coatings within the building envelope arena. By joining now your membership dues will provide your company with the remainder of the 2009 year for free and 12 months of membership in 2010. Now is your chance to participate and experience the RCMA difference by helping to preserve our roofs, conserving our natural resources and conserving some of your company precious financial resources.

If you have any questions, about the benefits of getting more involved or anything mentioned with this letter please contact Jim Baker or Penny Alston at 202-207-0919.

Sincerely,

Reed Hitchcock
Executive Director

Enc: Roof Coatings Advocacy Statement
Membership Kit