



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

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**RCMA 2009 ANNUAL CONFERENCE AND EXPO
TO FOCUS ON SUSTAINABLE FUTURE**

www.roofcoatings.org

Washington, DC – The Roof Coatings Manufacturers Association (RCMA) will hold its 2009 Annual Conference and Expo Jan. 17-20 in Dana Point, Calif. at the Laguna Cliffs Marriott & Spa. This year's conference theme is *Driving a Sustainable Future*.

The formal opening session and keynote presentation on business valuation and succession planning will be held Sunday morning, Jan. 18, followed by an afternoon golf tournament and evening welcoming reception.

The Monday morning education day program will focus on a variety of key issues impacting the industry, including the energy impact of petrochemical raw materials, eco-efficiency and sustainability, and site security plans.

The Tuesday morning program includes sessions on pigments in solar reflective roof coatings, spray applied roof coatings applications and the California Air Resources Board's recent suggested control measures. The day will conclude with the President's Reception and Banquet and annual presentation of RCMA's Martin A. Davis Award for outstanding service and contributions to the industry.

The Expo portion of the annual convention is open each day, with exhibit space available for both member and non-member companies. To register as an attendee or exhibitor, or to obtain additional information on the conference, visit www.roofcoatings.org/2009_ACE or phone Penny Alston, RCMA administrative director, at (202) 207-0919. Hotel reservations should be made by phoning the Laguna Cliffs Marriott Resort & Spa at 1-800-533-9748.

For additional information on RCMA and its members, visit www.roofcoatings.org.

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The Roof Coatings Manufacturers Association (RCMA) is the national trade association representing manufacturers of cold-applied protective roof coatings and cements, and suppliers of products, equipment, and/or services to and for the industry. RCMA is committed to continually improving performance and quality of roofing.

Note to Media: Representatives of the media are welcome to attend and will receive complimentary admission to all educational sessions except for the meeting of the RCMA Board of Director.

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