



Roof Coatings Manufacturers Association

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For Immediate Release

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RCMA 2011 ANNUAL CONFERENCE AND EXPO TO FOCUS ON EVOLUTION OF ROOFING INDUSTRY *CHANGING TRENDS—INSPIRING TIMES*

Washington, DC – The Roof Coatings Manufacturers Association (RCMA) will hold its 2011 Annual Conference and Expo March 27-30 in Fort Lauderdale, Florida at the Marriott Harbor Beach Resort. With a focus on continuing to offer attendees a vital insight into the progress and evolution of the roofing industry, this year's conference theme is *Changing Trends – Inspiring Times*.

The conference commences with our Associate Members will introducing the notion of changing trends on Monday morning during the *What's New What's Next* session with a discussion of the latest technologies, research and advances in roof coatings technology. The keynote presentation will follow as Tom Shircliff, Co-founder and Managing Partner of Intelligent Buildings, presents the issue of how technology is changing the real estate industry and the actions required to adapt.

Monday continues with an educational lunch as attendees learn about successful methods for marketing to Florida's roofers. The afternoon education sessions will focus on a variety of key issues effecting change in the industry, including the Department of Energy's research plans for cool roofing resources, successful B2C sales techniques for contractors and manufacturers, and the development of state cool roofing rebate programs. The day's final presentation will be a discussion on the roofing contractor's perception, use and experience in using roof coatings led by Ken Kelly of Kelly Roofing, Naples, Florida. Ken is the winner of the 2010 Southwest Florida's "People to Watch."

Tuesday morning will begin with a briefing on roof coatings industry issues and transition into a training segment offering a thought provoking, hands-on session about how businesses can communicate potentially difficult issues. The subsequent morning presentations feature a legal perspective on asphalt and titanium dioxide; implementation of effective communications strategies; improvement of the water resistance and adhesion properties of acrylic roof coating; and an insider's view on the future of sustainability and its impacts.

An analysis of how the legislative landscape and tax policies are affecting the roofing industry is the final presentation of the day. Attendees will then have the opportunity to participate in breakout sessions for an in-depth discussion of the potential impact and educational value of the conference content. The day will close with the President's Reception and Awards Dinner including the annual presentation of RCMA's prestigious Martin A. Davis Award for outstanding service and significant contribution in the industry.

The Expo portion of the annual conference is open each day, with table-top 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 http://www.roofcoatings.org/2011_spring_meeting/ or contact Penny Alston at (202) 207-1126. Hotel reservations should be made by contacting the Marriott Harbor Beach Resort at (800) 228-9290.

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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. For additional information, contact RCMA at: (202) 207-0919; Fax: (202) 223-9741; or visit the RCMA website at www.roofcoatings.org.

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.