



Roof Coatings Manufacturers Association

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FOR IMMEDIATE RELEASE

RCMA's New Speakers Bureau Offers Reflective Coatings Presentation for AIA, RCI Credit

WASHINGTON, DC (June 15, 2015) – The Roof Coatings Manufacturers Association (RCMA) has launched its new Speakers Bureau program to offer an educational presentation on reflective roof coatings. RCMA's Speakers Bureau consists of several RCMA members with expertise on the topic who have volunteered to deliver presentations throughout the country.

This presentation, titled "Reflective Roof Coatings: Cool Stories," is approximately one hour in length, and discusses the key benefits and the environmental importance of reflective roof coatings used on low-slope roof systems. The science behind reflective roof coatings is presented in an easy to understand format, and real-world case studies are presented to illustrate the information presented. The presentation content is intended to enable attendees to:

- Understand the benefits that reflective roof coatings impart on low-slope roof systems;
- Recognize why reflective roofs are environmentally important and comprehend the science behind how reflective roofs save energy;
- Determine best practices for preparing a roof membrane and application methods for reflective roof coatings on low-slope roof systems; and,
- Identify payback, energy savings, and other non-quantifiable benefits by evaluating several real-world roof-reflectivity case studies.

RCMA is an approved continuing education provider with both the American Institute of Architects (AIA) and RCI, Inc. By attending the course, attendees qualify to earn *1 AIA General Learning Unit Hour* (1 LU Hour) as part of AIA's Continuing Education System or *1 RCI Continuing Education Hour* (CEH).

Groups interested in offering this presentation at an upcoming meeting or event should contact RCMA Staff Associate Cecily Alfonsi at calfonsi@kellencompany.com to participate.

About RCMA

RCMA is the national trade association representing manufacturers of asphaltic and solar reflective roof coatings and the suppliers to the roof coatings industry. RCMA and the Reflective Roof Coatings Institute (RRCI) have merged into one industry association that continues to advance, promote, and expand the national and international market for roof coatings through education, outreach, technical advancement, and advocacy. For more information on RCMA activities, programs, and initiatives, please visit us at www.roofcoatings.org.

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