



Roof Coatings Manufacturers Association

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FOR IMMEDIATE RELEASE

RCMA Hosts Third International Roof Coatings Conference

Philadelphia, PA (Wednesday, July 27, 2016) – The Roof Coatings Manufacturers Association (RCMA) hosted its third biennial International Roof Coatings Conference (IRCC) at the Sonesta Hotel in Philadelphia on July 18-21, 2016. In partnership with 11 industry organizations, the conference offered educational news and updates to a variety of professionals involved in the roofing and building sciences industries. With a record turnout of attendees, RCMA will continue to host the IRCC biennially, with the next conference taking place in 2018.

This year's IRCC was attended by over 170 industry representatives, resulting in an over 40 percent growth in attendance compared to 2014. Over 20 speakers delivered presentations on a range of topics such as industry developments, emerging technologies, sustainability, and economics. Speakers also shared research papers with meeting attendees and participated in dialogues about the future of the roof coatings industry. The IRCC concluded with a joint keynote presentation on industry innovation by Rob ert Hinojosa, President of RCI, Inc. and Paul Bromfield, Chief Marketing Officer of GAF.



Attendees of the International Roof Coatings Conference volunteered to apply reflective roof coatings to 18 row homes in North Philadelphia

Prior to the conference, RCMA members volunteered in a roof coatings activity with the Energy Coordinating Agency (ECA). Volunteers worked directly with ECA staff to apply reflective roof coatings on 18 row homes on the 1200 block of West Seltzer Street in North Philadelphia. The application of reflective roof coatings is just one part of the ECA's EnergyFit Philly program, which aims to preserve affordable housing in Philadelphia by repairing and providing deep energy retrofits to low income homes in extremely poor condition. RCMA members GAF, Arkema, Inc., Acrymax Technologies, Inc., and Palmer Asphalt Company donated roof coating products for use in the project. City Council President, Darrell Clarke, and the Director of the

Philadelphia Office of Sustainability, Christine Knapp, also joined the RCMA/ECA event to thank volunteers for their contribution to the success of the EnergyFit Philly program.

During the conference, John Ferraro, RCMA Executive Director, debuted RCMA's Emerging Leader Award. The Emerging Leader Award is presented to an RCMA member who has made strides toward becoming a leader in the roof coatings industry, and who serves as a role model for his or her industry peers. Benjamin Borns, Sherwin-Williams Company, was the recipient of the inaugural award. Borns currently serves as the RCMA Treasurer, is a member of the RCMA Board of Directors, is a co-chair of the RCMA Sustainability Task Force, and also spoke at this year's IRCC. Following the award presentation, RCMA hosted an emerging leader's reception, welcoming conference attendees under 35 years of age and/or with less than three years of experience in the roof coatings industry to participate.

Following the conclusion of the IRCC, RCMA launched its Summer Membership Meeting programming to update attendees on the status of RCMA's projects and activities. Groups that provided updates included the RCMA Technical Affairs Committee, the RCMA Reflective Roof Coating Institute, and the RCMA Government Affairs Committee. An in-person Board of Directors meeting immediately followed the RCMA Member update presentations.



John Ferraro, RCMA Executive Director, awards Ben Borns, Sherwin-Williams Company, RCMA's first Emerging Leader Award

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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