



EDITOR'S NOTE: Interface herein begins a series on industry organizations and associations to better inform our readers on the various players in the building envelope world. This month, we profile the Roof Coatings Manufacturers Association (RCMA).

THE ROOF COATINGS MANUFACTURERS ASSOCIATION (RCMA)

The Roof Coatings Manufacturers Association (RCMA) is the national trade association representing the manufacturers of asphaltic and solar reflective roof coatings and the suppliers to the roof coatings industry. RCMA has more than 70 members who manufacture or ship products to almost every state in the country, and is headquartered in Washington, DC. Established in 1982, RCMA is an active industry voice, promoting the benefits of roof coatings and providing its membership with up-to-date information on building codes and standards, technical developments, and other industry topics of interest.

Members

RCMA offers two membership categories that include Regular membership and Associate membership. RCMA Regular membership includes any firm, partnership, or corporation involved in the manufacturing or selling of bituminous or nonbituminous products. RCMA Associate membership includes those involved in the supply of products, equipment, machinery, or ser-

vices for use by Regular members.

RCMA's four standing committees include the Government Affairs Committee; Communications, Education, and Membership Committee; Technical Affairs Committee; and Reflective Roof Coatings Institute. In addition, members participate in task forces and working groups, such as the VOC Task Force, Codes and Standards Task Force, and Communications Task Force to contribute their expertise to a number of industry initiatives.



RCMA Initiatives

Through increased technical and educational activity, RCMA is a recognized resource for its members, as well as the building industry as a whole. The RCMA Codes and Standards Task Force has developed a number of model code proposals and continues to monitor code developments.

RCMA continues to take a lead role in proactively influencing issues related to government policies and regulations impacting roof coatings and adhesives. RCMA's Government Affairs Committee has engaged in a variety of state and federal issues representing the roof coatings industry on issues pertaining but not limited to the National Ozone Standard and volatile organic compounds (VOCs) in coatings.

RCMA Meetings and Recent News

RCMA convenes several times each year, providing members essential industry updates, networking opportunities, and a forum for sharing ideas and opinions that

help shape the goals of the association and the future of the industry. RCMA usually offers two to three meetings per year, including the RCMA Annual Meeting, the RCMA Fall Meeting, and the biennial RCMA International Roof Coatings Conference (IRCC). Offered in partnership with 11 industry organizations, IRCC will take place this year from July 18-21 in Philadelphia, PA. RCMA has put together an exciting lineup of expert speakers and educational speakers, as well as a number of networking events and activities for attendees this year. Registration for the 2016 IRCC is now open to both members and nonmembers.

RCMA recently merged with the Reflective Roof Coatings Institute (RRCI) to optimize synergies for maximum benefit to the members and the industry. Since merging with RRCI, RCMA has developed an even stronger, more unified voice for federal and state advocacy initiatives and a more robust communications and marketing program for roof coatings. Specific new projects resulting from this merger are the RCMA Speakers Bureau program and a revised version of the "Reflective Roof Coatings and LEED v4" white paper.

RCMA recently launched a redesigned website (roofcoatings.org) to provide a more user-friendly layout with the inclusion of new and existing content. The RCMA Reflective Roof Rebates Database, originally created exclusively for use by RCMA members, is now available to the general public on the RCMA website. RCMA also enhanced its communications program across all member and stakeholder segments, which included the distribution of seven press releases and 13 articles in 2015.