



Roof Coatings Manufacturers Association

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RCMA Announces Presentation Topics for 2014 International Roof Coatings Conference

WASHINGTON, DC (January 30, 2014) – The Roof Coatings Manufacturers Association (RCMA), in partnership with nine industry organizations, will host the International Roof Coatings Conference (IRCC) July 14-17, 2014, in Baltimore, Maryland at the Royal Sonesta Harbor Court Hotel. In January, key leaders in the roof coatings industry who make up the IRCC Abstract Review Committee met to select the impressive lineup for this year's IRCC presentations. The 2014 IRCC will include the following timely topics:

- Dr. Karma Sawyer, United States Department of Energy
“The Building Envelope Emerging Technologies Portfolio in DOE's Building Technologies Office”
- Alice Kennedy, Baltimore Office of Sustainability
“Advancing Installation of Reflective Roofing Systems through Community-Based Social Marketing and the Baltimore Energy Challenge”
- Dr. James L. Hoff, Center for Environmental Innovation in Roofing
“Introducing the RoofPoint Energy and Carbon Calculator: Measuring the Energy and Environmental Contributions of Roofing Systems”
- Jeffrey Steuben, Cool Roof Rating Council
“When the Going Gets Rough: The Impact of Substrate Texture on Solar Reflectance Ratings”
- Dr. Hashem Akbari, Concordia University
“Advances in Developing Standards for Accelerated Aging of Cool Roofing Materials”
- Michael D. Fischer, Kellen Company
“Energy Efficiency and Sustainability in Codes and Standards: Impact on the Roof Coatings Industry”
- Dr. Justin Jitao Chen, Dr. Steven Jiguang Zhang, Dr. Joseph Rokowski, and Loganathan Ravisanker, Dow Chemical Company
“Novel PUA Hybrid Chemistry for Elastomeric Roof Coatings”
- Joe Mellott and Tom Diamond, The Garland Company
"Overcoming Vapor Drive Issues in Cool Roofing"
- Kurt Shickman, Global Cool Cities Alliance
“Cool Surfaces: An International Opportunity”

- Dr. Michael R. Van De Mark, Missouri S&T Coatings Institute
“Solvent Reduction Technology - What are the Rules?”
- Dr. Kaushik Biswas, Oak Ridge National Laboratory
“Impact of Dynamic Insulation Technologies on Steep-Slope Roof Assemblies”
- Steve Heinje, Quest Construction Products
“The Roots and Future of Sustainability”

The second biennial IRCC is back by popular demand following the well-received inaugural 2012 IRCC, which was attended by over 120 industry representatives. This year, RCMA has partnered with nine US and international organizations to bring you the 2014 IRCC. These conference partners include:

- Oak Ridge National Laboratory (ORNL)
- Lawrence Berkeley National Laboratory (LBNL)
- National Research Council Canada (NRC)
- Canadian Paint and Coatings Association (CPCA)
- Liquid Roofing and Waterproofing Association (LRWA)
- Global Cool Cities Alliance (GCCA)
- European Cool Roofs Council (ECRC)
- American Council for an Energy Efficient Economy (ACEEE)
- Alliance to Save Energy (ASE)

The conference will begin with an opening reception on the evening of Monday, July 14 and will continue through noon on Wednesday, July 16. Following the IRCC programming, the RCMA Summer Meeting Series, open to both RCMA members and guests, will continue through the morning of Thursday, July 17.

Discounted “early bird” registration opens on Monday, April 7, 2014 and will run through May 19. Please contact RCMA Staff Associate Laura Dwulet at ldwulet@kellencompany.com to be added to the mailing list for conference and registration updates.

About RCMA

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, please visit the RCMA website at www.roofcoatings.org.