



For Immediate Release
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RCMA 2010 Annual Conference Summary
“Driving A Sustainable Future”
April 8-11, 2010, Charlotte, North Carolina

This year’s RCMA Educational Sessions were full of top-level speakers covering a myriad of topics from regulatory compliance, energy efficiency codes, to increasing sales and product market integration into green and sustainable building codes.

The 2010 Annual Conference kicked off with its keynote session delivered by the Department of Homeland Security (DHS). This was not your typical showing of, “We are the government and we’re here to help!” Instead the two DHS keynote speakers, David Aliabi and Jeff Caldwell, presented as compliance inspectors talking about the DHS Chemical Facilities Anti-Terrorism Standards (CFATS). DHS’s CFATS program can be extremely confusing for manufactures as it requires developing site security plans that will vary by each location and situation without a uniform standard of protection. RCMA member companies learned from the experts about the reasoning behind the program, the future plans for the program and what resources are available to help manufacturing facilities comply.

RCMA was also pleased to host during its Annual Membership Luncheon with Senator Richard Burr (R-NC). For over an hour, the Senator spoke and fielded questions on issues ranging from the country’s energy policy and climate change proposals, to the growing national debt and healthcare bill. RCMA members were particularly pleased when Burr expressed his support for S. 3183, legislation introduced in Congress to clarify the homeowner energy-efficiency tax credit for roofing. The bill is a major step forward in RCMA-led efforts to correct unclear language and end confusion within the existing law that has caused the IRS to erroneously declare many asphaltic roof coating products ineligible for the \$1500 tax credit for roofing under the American Recovery and Reinvestment Act.

Members also heard from:

- Daria Milburn, Executive Director, United States Green Building Council Charlotte Chapter. Milburn provided updates and future plans of the United States Green Building Council Sustainability and explained how to better work with national and local organizations to get better product placement in front of key decision makers.
- Jim Pitt, Reed Construction Data, presented on new ways of *Increasing Product Specification in the Marketplace* including monitoring and creating tracking systems that will help grow manufacturing businesses. These tracking systems allow manufacturers to get in front of key decision makers and alert them to future construction projects.
- Dave Ashton, Vice President of Building Materials, LOWES Home Improvement, explained how LOWES and other big box retailers are working to “*Let’s Build Something Together.*” Ashton educated members on how the home improvement center can drive increased product sales, what merchandising can do to improve the distribution of a product, and how retailers view the manufacturer- distributor relationship.
- David Hawn, Past President, RCI, Inc., provided a personal and professional view of what manufacturers need to look at when *Selling to Consultants & Design Professionals*. Mr. Hawn described both the technical and non-technical approaches taken by professionals and firms familiar to the presenter and shared insights along the way concerning how to determine the disposition of the individual/firm.

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- Craig Brightup, RCMA Advocacy Expert in his presentation, *Follow the Money*, focused on construction funding opportunities for manufacturers and contractors under the \$862 billion American Recovery and Reinvestment Act of 2009, known as the stimulus bill. This stimulating presentation provided an update on the status of programs in the bill to fund building construction as well as information sources that can be used to follow such projects.
- James Hoff, in his presentation, *Introducing Roofpoint™: A New Measure for Environmental Innovation in Roofing*, unveiled the new Center for Environmental Innovation in new program launch to help building owners effectively manage the 50+ billion square feet of low-slope roofing assets in the United States. Roofpoint™ Environmentally Innovative Guidelines for Low-Slope Roofing Systems is organized around four primary categories of energy, materials, water and life-cycle management, and provides a comprehensive roadmap for the development of sustainable commercial roofing systems.
- Steve Hecht, GAF Materials Corporation, provided a hands-on demonstration that allowed attendees to learn how coatings are "LEEDing the WAY!" in the areas of codes and standards affecting the roof coatings industry including USGBC's LEED Credit System, EPA's Energy Star Program, and California's Title 24, which is being looked to as a model for other areas in the country. Contractors, design professionals, and members learned about updates to the codes, the ease of application and the many ways a coating can be used and applied.

In addition to the many excellent speakers, RCMA also held several key networking sessions that have become a mainstay with the membership like the Annual Golf Tournament, Welcome Reception, Associate's Sponsored Happy Hour, Annual Membership Luncheon with the installation of new officers, Spouse Tours and the conclusion of the conference with the President's Reception and Banquet with the annual presentation of RCMA's Martin A. Davis Award, RCMA's highest honor for outstanding service and contributions to the industry. This year Martin A. Davis Award winner was William J. "Skip" Leonard, of the Henry Company.