



## Roof Coatings Manufacturers Association

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### FOR IMMEDIATE RELEASE

#### RCMA Kicks Off Speakers Bureau with Presentation to CRSMCA

**WASHINGTON, DC (September 1, 2015)** – The Roof Coatings Manufacturers Association (RCMA) kicked off its Speakers Bureau program with a presentation by Joseph Sorrentino, Uniflex/Sherwin Williams, for the Carolina Roofing and Sheet Metal Contractors Association’s (CRSMCA) district meeting. The CRSMCA district meeting took place in Concord, North Carolina last Thursday, August 27, 2015 at the Embassy Suites Charlotte-Concord. RCMA’s *Reflective Roof Coatings: Cool Stories* presentation helped CRSMCA to hone its meeting focus on the key benefits and environmental importance of reflective roof coatings used on low-slope roof systems.

“Presenting for CRSMCA brought back fond memories, as I began my roofing career with CRSMCA in 1977,” said Mr. Sorrentino. “This was a great opportunity to educate an audience of roofing contractors, distributors, and manufacturing representatives on the benefits of reflective roof coatings.”

RCMA is an approved continuing education provider with the American Institute of Architects (AIA), RCI, Inc. and the U.S. Green Building Council (GBCI). By attending RCMA’s *Reflective Roof Coatings: Cool Stories* course, attendees qualify to earn 1 AIA General Learning Unit Hour (1 LU Hour) as part of AIA’s continuing education system, 1 RCI continuing education hour (CEH), or 1 GBCI continuing education hour (1 GBCI CE Hour).

To view RCMA’s upcoming Speakers Bureau meetings and events, visit the RCMA website’s event page: <http://www.roofcoatings.org/news-and-events-2/rcma-and-industry-events/>.

Groups interested in offering this presentation at an upcoming meeting or event should contact RCMA Staff Associate, Cecily Alfonsi at [calfonsi@kellencompany.com](mailto: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](http://www.roofcoatings.org).

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