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Cool Roofing Rating Council Elects New Board Member

ARMA's association leader to serve on CRRC board to advance cool roofing awareness

The Cool Roofing Rating Council (CRRC) has elected James Baker of the Asphalt Roofing Manufacturers Association (ARMA) as Vice Chairman.

Baker currently serves as the director of industry affairs for ARMA and has been an active participant with CRRC. His career in association management and the work he has put in with building products, technical services and manufacturing industries has provided him with a firm technical background in the areas of energy efficiency, climate change, and regulatory policy development.

Baker's familiarity with code issues and market positions also allows him to be aware of the multiple perspectives involving materials from coatings and single plies to metal and tiles and the resulting need for a balanced and measured approach when addressing the needs of these various products.

CRCC was created in 1998 to develop accurate and credible methods for evaluating and labeling the solar reflectance and thermal emittance (radiative properties) of roofing products and to disseminate the information to all interested parties. Part of their mission is to implement and communicate fair, accurate, and credible radiative energy performance rating systems and to support research and provide education related to radiative properties of roofing surfaces.

"I believe that CRRC has the ability to support cool roofing standards in both the US and internationally by providing technically sound data to government and non-government entities, and by educating product end-users, manufacturers, architects, engineers and specifiers about the benefits of applying cool roofing products when appropriate," Baker said. "As a CRRC Board member, I will strive to find win-win solutions when dealing with difficult situations to provide a level playing field for all members/products so that the primary mission of the organization is achieved."

For more information on CRRC please visit: <http://www.coolroofs.org/index.html>

For more information on ARMA please visit: <http://www.asphaltroofing.org/>