



**ARMA Board of Directors
May 14, 2009
Evanston, IL**

ARMA Communications Committee

**Sarah Tholen
Johns Manville Corporation
Committee Chair**





Special Thanks To the Committee Members:

Members:

- **Lynn Picone – GAF Materials Corporation, Vice Chair Communications**
- **Reid Artis, Owens Corning**
- **Diane Gola, GAF Materials Corporation**
- **John Corbette, PABCO**
- **Sid Dinwiddie, PABCO**
- **Carol Perkins, IKO**
- **Nelson Ballard, Performance Roof Systems, Inc.**
- **Travis Wallace, Performance Roof Systems, Inc.**



Special Thanks To the Committee Members:

Ad-hoc Members

- **Tim Kersey, Siplast**
- **Darrel Higgs, Owens Corning**
- **Robert Almon, Mid-states Asphalt**
- **Bob Klutz, Kraton Polymers**
- **Bob Hockman, TAMKO Building Products**
- **Aaron Phillips, TAMKO Building Products**

Support the Vision and Mission Statement

“.....leveraging the collective expertise of members”



Advancement of and Adherence to Strategic Goal # 4

(Position and) Promote asphalt roofing products and ARMA

- **Position asphalt roofing in the context of sustainability and recycling**
- **Promote the performance and value of asphalt roofing**
- **Assert ARMA as an authoritative voice and resource for technical information and develop materials addressing the science value and benefits of asphalt roofing**
- **Provide guidance on roofing in general and asphalt roofing in particular**
- **Educate regulatory officials on the proper design and applications of asphalt roofing materials**



ARMA Communications Committee

2009 Key Message Points:

- **Steep-slope:**
 - **Green, Sustainability & Recyclability**
 - **Roofs to Roads**
 - **#1 Consumer Pick**
 - **Durability, affordability, & variety**
 - **Green, Sustainable, & Recyclable**
 - **Energy Efficiency**
 - **Cool Roofing, Reflectivity & Trade-offs**
 - **Proper Ventilation**
 - **CODE CHANGES AND COMPLAINTS**



ARMA Communications Committee

2009 Key Message Points:

- **Low-slope: (coordinated message points with QARC)**
 - **Green & Sustainability**
 - **Life Extension and Maintenance with Coatings**
 - **Energy Efficiency Trade-offs w/ Coatings and Insulation**
 - **Superior Wind and Weather Performance**
 - **Aggregate and high wind zones**
 - **Hurricanes**
 - **Codes Issues**
 - **Cost and Consumer Choice**
 - **Material Sourcing for economic delivery of products**
 - **CODE CHANGES AND COMPLIANCE**



2009 Newly Expanded Targeted Audiences includes but is not limited to:

- **The Design Community**
 - Architects
 - Engineers
 - Specifiers
 - Builders
 - Developers
- **Maintenance Community**
 - Engineers
 - Facility Managers
 - Owners
- **Contractors**
 - Roofers
 - Remodelers
 - Do-it-Yourselfers
- **Consumers/End-Users**
- **Code Officials**
 - IBC
 - ICC
 - IRC
 - IECC
- **Policy Makers**
 - National, State and Local Governments
- **Green Building Communities**
 - USGBC
 - Green Globes
 - NAHB Green Initiative
 - Etc.



Activities & Accomplishments

Placements & Pick-ups

Recent Placements Since November 2008

- Is Black the New Green: Asphalt BUR and MB Roofs
the Innovative Base
By-James Baker (ARMA-QARC), Maintenance Solutions June 2009
- Helping Homeowners Choose the Shingles
They Really Want
By-James Baker (ARMA), Roofing Contractor February 2009
- Advances in Asphalt
By-Jim Baker (ARMA-QARC), Professional Roofing
December 2008



Activities & Accomplishments

- **Educational Opportunities**
 - **2 Submission for IRE 2010**
 - Roof Ventilation – What You Need to Know to Help Your Customers Make the Right Choices and How You Can Avoid Design and Installation Errors
 - Gravel Surfaced Built-up Roofing---The Winds of Change!
 - **CEC Title 24 Program Development**
- **Web-Presence**
 - **Continued enhancements/maintenance ARMA's website**
 - **Launch of informational site on ventilation of the Roof Assembly Ventilation Coalition www.ravcoalition.org**
- **Public inquiries/resource center (on-going)**



Activities & Accomplishments

Liaison with other ARMA Committees and Groups

- **Steep-slope Tech Bulletin Update**
 - **16 COMPLETED and POSTED**
- **Low-slope Tech Bulletin Update**
 - **10 technical bulletins presently in review/edit**
 - **Self Adhered Membranes—Reviewed and Awaiting Board Approval**
 - **02 COMPLETED and POSTED**
 - **Suggested:**
 - **Develop a vegetative tech bulletin with a target audience of Architects, Code Officials, and Landscape Architects.**



Activities & Accomplishments

Press releases to industry trade publications & wire services received pickup – raised awareness of the issues & activities.

- Federal Credit for Asphalt Shingles: Durability, energy savings and tax credit pay off for homeowners
- RAV Coalition Releases White Paper on Roof Ventilation (www.RAVCoalition.org)
- Roof Assembly Ventilation Coalition Announces Website (www.RavCoalition.org)
- Roof Assembly Ventilation Coalition Announces 1st Slate of Officers
- New Coalition Formed to Address Residential Roof Ventilation



Developing Articles:

- Florida Forum, August 2009
Passive Ventilation as a Green/Sustainable System
by Gary Urbanski, Chair, Roof Assembly Ventilation Coalition
- Professional Roofing, November 2009
Ventilation Article based on IRE 2010 Presentation
by Kellen PR
- Hurricane Ivan and RICOWI Findings
by Bill Woodring & Diane Gola (GAF/Elk) & Kellen PR
- Sustainable Shingles and Roofs to Roads



Developing Press Releases:

- Cleaning Algae Asphalt Roofing Shingles
- Ventilation as a means of moisture and temperature control
- Avoiding Ice Damming
- Self-Adhered Membranes as a low environmental impact option
- ASCE 7 Map updates and impacts on BUR with aggregate surfaces
- Reflectance and Insulation of low sloped roofs and energy efficiency
- Vegetative roofing



Committee Actions:

- 1. HOLD approval of Communications Report as presented until after Quality Asphalt Roofing Council presentation.**