



ARMA Board of Directors

May 14, 2009

Evanston, IL



ARMA Quality Asphalt Roofing Council

**Robert Almon
Mid-States Asphalt & Cant Strip, Inc.
Council Chair**



Report to Board of Directors: Activities Since November 2007

Current Activities ...

Organized in 2005, continues now pro-actively into the third year program building on the initial development and successes achieved and realized in the two years of program for this new BUR/MB promotional initiative, under auspices of ARMA, to promote asphalt based roofing systems with the goal to rekindle interest and raise awareness on BUR/MB roofing products and systems in the marketplace.

September 30, 2007 ...

Successful conclusion of the Year 2 of 3-Year Program

3rd Year Program ...

Completed September 30, 2008



- **4th Year Extension in Process**
 - **Renewal Notices upon approval from Board will be sent 4th Quarter of 2008 for January 1, 2009 to December 31, 2009**
 - **2009 Budgeted Income of \$55,000**
 - **Program remains self-funding: thus if income is reduced thus spending will be reduced**
 - **Leverage previous years work**
 - **Seek great transparency and focused more towards ARMA**
- **Continue efforts to confirm new members; Prospects identified and marketing will begin in January 2009**



Current QARC Member Companies

- **Bitumar, Inc.**
- **Continental Materials, Inc.**
- **GAF Materials Corporation**
- **Johns Manville Corporation**
- **Mid-States Asphalt & Cant Strip, Inc.**
- **Owens Corning/Trumbull Asphalt**

Total Budget: \$45,000



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QARC membership in agreement to implement fourth year of QARC promotion program, and to encourage to build on focused marketing strategy ongoing through third year.

Audiences ...

- Consultants
- Architects/Specifiers
- NEW: Green Building Groups
- NEW: National, State, & Local Building Code Officials
- Building Owners/Facility Managers
- Contractors

Message Point Focus ...

- NEW: Sustainability
- Durability
- Health & Safety
- Life Cycle
- Weather Events
- New Products / New Technology



Message Points:

- **Versatility: Ease of Safe Installation in Many Applications**
- **Asphalt Research and New Installation Methods: Energy Efficiency and Codes Related Information**
- **Value and Life Cycle Costs: Cost effective material and comparison with data from Sustainability Committees Work**
- **Sustainability and Green Messaging**
- **Aggregate Use in low sloped roofing apps to support Codes Steering Group work (ADDED MARCH 2009)**



Feature Articles:

Placements Since May 2008 Board Meeting:

12/2008 *Professional Roofing
Advances in Asphalt*

6/2009 *Is Black the New Green!
Maintenance Solutions*

Planned Placements

9/2009 *Durability of Low Slope Asphaltic Roofs
RCI Interface (Lynn Picone-GAF Materials Corp.)*

11/2009 *Mod-Bit Commercial Roofing
Western Roofing, Insulation & Siding (Kellen PR)*



Delivery Methods:

- **News Releases**
 - **Message: Versatile Asphalt Systems—many methods to meet end user needs**
TBD from Maintenance Solution June 2009 Article
 - **Message: Severe Weather Performance—The Perfect Roof for the Perfect Storm (w/ input from RICOWI Ivan Report)**
TBD after the release of Hurricane Ivan Report
 - **Message: Sustainability—Long life, slow aging, durability, & severe weather performance**
TBD



Education to support the Codes and Standards Task Force

Promoting the safe and effective use of aggregate in high wind zone through educational outreach

Venue	Date	Audience (blue indicates submitted)
FRSA	July 2009	Roofing Contractors
RICOWI	Oct. 2009	Roofing/Insurance/Engineers
IRE	Feb. 2010	Roofing Contractors
RCI	March 2010	Roof Consultants
AIA	March 2010	Architects, Specifiers
CSI	June 2010	Engineers, Specifiers
National Hurricane Conf.	April 2010	Building Code Personnel; Insurance Industry



Delivery Methods:

- **Case Studies**

- **Weather Performance w/ High Winds (Aggregate)**
- **Restoring a Historic Roof on a Recognized Landmark**
- **Safe Use of Hot Applied Asphalt on Health Care Facility**

- **New Brochures**

Audience internal sales teams; code officials; and regulators

- **Aggregate and high wind zone**
- **Benefits of BUR and Mod Bit**
- **Application Options**

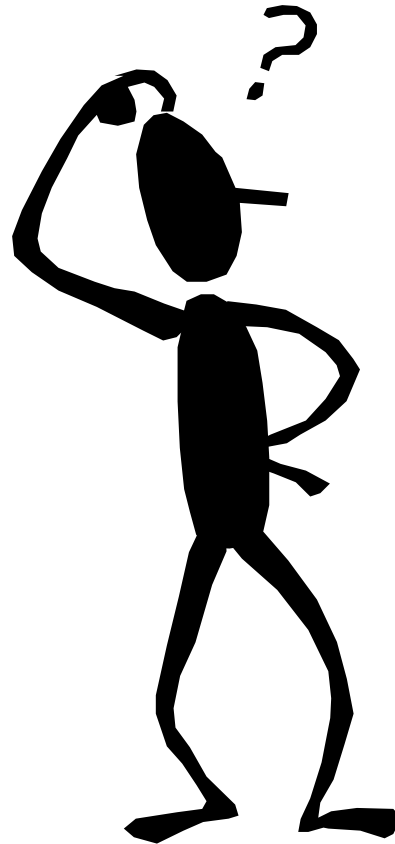


Delivery Methods (3rd Quarter Deliverable—due to budget)

- **E-Newsletter: Tailored to the Architect, Engineer, Specifying and Design Community.**
 - **Rich Text Quarterly E-newsletter**
 - **Leveraging Past and Current Articles done in summary vignettes**
 - **Including Case Studies to match stories**
 - **Advertising any CEU credits being offered on topic (see later)**



Questions?





Council Actions:

- **Approval of the Quality Asphalt Roofing Council Report as presented?**