



*Prepared by the Communications, Marketing and Education Committee
(CMEC) of the Asphalt Roofing Manufacturers Association (ARMA)*

2010 ARMA/CMEC Beyond the Printed Page Proposal



Including

Low Slope Commercial Roofing Systems

Steep Slope Residential Shingles

ARMA News and Activities

Overview: The Changing Face of ARMA Communications



To effectively promote asphalt roofing, ARMA must keep pace with what's become the “new normal” vehicles of communication.

Current challenges ARMA members face:

- 1) Evolving media: Beyond the Printed Page
- 2) Evolving issues: Why Asphalt?
- 3) Evolving audience: Reaching/influencing decision-makers



Why Asphalt? Low-sloped Messaging

New trends and issues offer ample story angles...

- Applications (versatile mod bits, vegetative roofs, solar)
- Technologies (reflective, cold applied)
- Regulations (wind, fumes, gravel, solar index, insulation)
- Priorities (green, environmental, recyclable, sustainability)

... all underscoring advantages of asphalt

- Long life • Reliability • Maintenance
- Problem free installation • Energy efficiency

and

- marketing asphalt roofing's multi-ply performance, durability, and adaptability

by aggressively implementing new media tactics



Steep Slope Messaging

- Why Asphalt Shingles?
 - Versatility, Longevity, Durability, Aesthetics , & Affordability
 - Metal's Sharp Edge
- Solar and Asphalt Shingle Roofs
- White Lies: Myths of White Roofing
- Rid Your Roof of Algae
- Breath Easy: Proper Ventilation for Steep Sloped Roofs
- Hurricane, storm, seasonal crisis preparedness/outreach



Low and Steep Priority Messaging Issues

- Sustainability and Green Messaging
 - Shingle Recycling
 - Life Cycle
- Cool Roofing
 - Op-Ed Pieces
 - Challenging the Science
 - Whole Building Envelop Approach
 - Trade Offs and Using the Calculators
- Fast Facts about Roofs
 - History of Asphalt Roofing
 - Cleaning Algae
 - Reflectivity Tax Rebates
 - Solar photovoltaic
 - Fumes

Overview: Overarching Objectives for 2010



- Introduce asphalt roofing to a new generation
- Raise awareness to asphalt roofing in a noisy marketplace
- Clarify the features and benefits of asphalt roofing
- Debunk myths about asphalt roofing
- Showcase the versatility of asphalt roofing
- Demonstrate the competitive advantage of asphalt roofing
- Build perception of asphalt roofing as a sustainable material

Challenge #1: Evolving Media

Media Tactics

THEN: Feature articles in core roofing trade publications

NOW: Leverage “new media” to achieve goals

Media: Migrating content online

Audience demands:

- Relevant, practical info, educational content
- Interactivity
- Quick answers
- Searchable content and links
- Electronically delivered communications

Challenge #1: Evolving Media



The E-dialogue begins with a strategic change of message delivery through:

- Integrated newsletters / email lists
- Continuing educational credits, online component
- Brochures, fact sheets: updated, online, downloadable
- Webinars (Live/Recorded)
- Podcasts
- Streaming video

Challenge #1: Evolving Media



Promote the e-dialogue in the mainstream:

- **Wire service:** increase distribution, reach
- **Interactive news releases:** video/digital components
- **News engine:** generate constant visibility, ONLINE
— news, features, op-eds, mat releases, calendar listings
- **Media go-to:** ARMA experts as resource
- **Strategic alliances:** CSR initiatives, footage swaps, etc.

Challenge #2: Evolving Issues



Additional Opportunities

Book: Schiffer Sales Book / Shingles around the World

Explore Cause Based Partnerships / Strategic Alliances

- Make it Right Foundation: Brad Pitt's New Orleans rebuild project
- Homes for our Troops: Builds/ modifies homes to accommodate injured servicemen
- Rebuilding Together: Preserves, revitalizes affordable housing in low income areas

Live and Online Speaking Engagements: Experts speak at trade, engineering, design, architecture schools to educate about asphalt and influence the next generation of industry professionals

Challenge #3: Evolving Audiences



Reaching and Influencing Decision Makers

Metrics: Measurable Results

- Basic deliverables: news engine, releases, educational modules
- News clippings, online placements: circs., impressions
- Web: traffic, visitors, downloads
- Google search visibility
- Opt-in subscribers
- Entries in asphalt competitions
- Schiffer book sales

HOT-APPLIED ASPHALT SETS QUALITY STANDARD FOR ENDURANCE IN COMMERCIAL ROOFING

By ROBERT ALMON

This article examines the quality of commercial roofing systems in general, and specifically, hot-applied asphalt and modified bitumen (MB). Asphalt built-up roof (BUR) systems continue to set the endurance standard by which other roof products can be measured. Although the traditional, hot-applied asphalt BUR may be the benchmark for quality, modified bitumen products offer other top-quality options.

The performance attributes of traditional asphalt BUR are reviewed here with respect to the changing needs of the industry and the introduction of new bituminous roofing products.

Quality Standards

The word "quality" often is used simply to refer to a characteristic or attribute. As used by industry today, "quality" refers to the standard or grade of a product, and the word is often modified by another word or phrase, such as "high" quality or "good enough" quality. In a third sense, "quality" means excellence or superiority. When a company advocates "quality" as a corporate ideal, it declares that its products or ser-

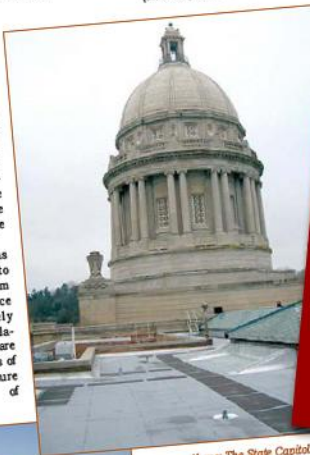
vices meet the highest standards, i.e., they are first rate, second to none, or perhaps comparable to the best of the best.

Three Durations

Now the stage is set for a closer examination of the meaning of quality with respect to commercial roofing. This can be analyzed in the context of three time periods characterized by three qualities. A superior system should receive high marks in all three and be a clear favorite in at least one.

Reliability, as it relates to short-term performance immediately after installation. (What are the chances of early failure because of

improper installation?)
Endurance, or the expected life cycle of a properly installed system. (How long does it last?)



Above: The State Capitol building in Frankfort, Kentucky was re-roofed using a 2-ply modified bitumen roofing system from Siplast, an ARMA member. The base layer of modified bitumen was installed in hot asphalt and the modified cap sheet was installed with cold process adhesive. (Photo courtesy of Patrick D. Murphy Co., Inc.)



Left - A traditional built-up roof (BUR) covers this laboratory building. BUR is one of the longest-lasting roofing systems available. (Photo courtesy of GAF, an ARMA member)

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Metal Roofing Alliance Repeats Roofing Webinar for Contractors

We will once again be presenting the Metal Roofing Alliance "MRA 101" Webinar on Thursday May 28, 2009. Click the Registration button below to sign up now, but hurry—space is limited!

Metal Roofing Alliance Contractor Webinar
 MRA 101
 Thursday, May 28, 2009
 12:00 PM (EDT)
 Register Here

The Metal Roofing Alliance is a great resource for your business, and can provide you the "101" webinar will touch on the benefits and how you can take advantage of the program.

- About the Metal Roofing Alliance
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We encourage all Contractors to participate in the need of a refresher, someone who has been looking to find out how the MRA can help.

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AV AWARDS 2010 ARCHI-TECH

ENTRY RULES | JUDGING CRITERIA | SUBMIT AN ENTRY

- Electronic submissions only. Entries through the mail will not be considered.
- A non-refundable \$100 entry fee for each submission must be paid at the time the entry is created.
- To be eligible to enter, a submitter must have been a member of the Association between January 1, 2009, and March 31, 2010. Most other electronic media (websites, video, audio, etc.) will be considered informational, not award-worthy.
- Entries must be submitted to the association's website, not by email, fax, or other means.
- Entries must be submitted to the association's website, not by email, fax, or other means.
- The entries to receive design awards will be submitted to the competition and will be reviewed by the judges. The judges will be the design consultant, architect, and systems integrator. Submitters are invited to encourage the judges to visit the website and review the entries. Judges will be provided with a brief description of the project.
- All entries must be submitted with a maximum of 10 MB file size and a maximum of 10 MB file size. All entries must be submitted with a maximum of 10 MB file size and a maximum of 10 MB file size.
- All entries submitted, including photographs, will be the property of ARCHI-TECH and will remain the property of ARCHI-TECH. Entries will be used for the promotion of ARCHI-TECH and will remain the property of ARCHI-TECH. Entries will be used for the promotion of ARCHI-TECH and will remain the property of ARCHI-TECH.
- Please ensure an equal number of male and female entries are submitted to ensure the prize pool remains balanced.

AWARDS DATES: Early Deadline: Wednesday, February 24, 2010, 6:00 PM CST. Final Deadline: Wednesday, June 11, 2010, 6:00 PM CST.

AWARDS CEREMONY: Wednesday, June 11, 2010, 6:00 PM CST. Location: Las Vegas Convention Center, Las Vegas, NV.

CONTACT: Jennifer Havel at ARCHI-TECH. Email: jhavel@architech.com. Phone: 703-264-6147. Website: www.architech.com

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STAMATS

Ventilation is Key to Roof Cooling

By Gary Urbanski, Chairman, Roof Assembly Ventilation Coalition

Heat is energy or the flow of energy. On a cloudless day, it arrives from the sun at a rate of more than a kilowatt per square meter. Some of this energy is reflected but even accounting for reflectivity (or albedo) a substantial fraction is absorbed by the roof as heat.



It is not surprising therefore that the chapter in the *Asphalt Roofing Residential Manual on Design Considerations* [1] opens with three sections on ventilation, including sections that address:

- Ventilation and Moisture Control
- Ventilation Effects on Heating and Cooling Costs
- Ventilation Hints and Practices

Moreover, the ARMA Technical Bulletin titled *Ventilation and Moisture Control for Residential Roofing* provides a concise overview of ventilation requirements [2]. It explains how calculations depend on three primary factors: the size of the attic, the placement of the vents and the rating of the vents.

The most efficient ventilation works on a principle similar to the cross ventilation that occurs when windows are opened on opposite sides of a room and the chimney effect that occurs when heat rises

In hot climates, heat arriving on a residential roof accelerates the aging of roofing materials and raises attic and household temperatures. The best thing to do with this excess heat is to remove it. Heat transfer occurs by three mechanisms: radiative

Instead of looking at new air conditioning, achieve green, let us look to ventilation as ways to save

convection. Radiative heat transfer depends on the surface of the roof and its surroundings and the emissivity of the roof. Simply a measure of a material's ability to radiate heat is undesirable because the whole purpose of the roof is to block conduction from the roof into the building. Convection is the most controllable mechanism and this is where ventilation plays a key role. Convective heat transfer is very efficient. A roof and this is where ventilation plays a key role. Convective heat transfer is very efficient. A roof and this is where ventilation plays a key role. Convective heat transfer is very efficient. A roof and this is where ventilation plays a key role.



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Green Roofs: A Changing Environment

- Part 1: [New Standards Promote Sustainable Roofing](#)
- Part 2: [Insulation Plays Key Role In Building Efficiency](#)
- Part 3: [Mineral Aggregate Protects Asphalt Built-Up Roofing Systems](#)
- Part 4: [Asphalt Roofs Provide Waterproofing For Vegetative Systems](#)
- Part 5: [Managers Should Consider Life-Cycle Costs When Specifying Roofs](#)



A Special Report Provided by the Asphalt Roofing Manufacturers Association

Managers Should Consider Life-Cycle Costs When Specifying Roofs

By James Baker
June 2009

Roofing professionals and building managers generally agree asphalt BUR and modified bitumen roofing systems offer a solid return on investment.

A well-designed, well-maintained asphalt roofing system can last for decades, especially when it is constructed using quality materials and is skillfully installed and maintained.

Research continues on roofing system durability, life-cycle costs, and innovative uses of reflective technologies to improve buildings' energy efficiency.

In their search for sustainable, energy-efficient roofing systems, managers tend to favor durable, energy-efficient systems. But they should be careful not to specify less-durable roofing products that might only provide short-term savings. While peak cooling demand is an important consideration, managers specifying a quality roofing system should take into account climate and the energy picture of the entire building envelope.

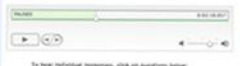
Is your department driving your facility to success?



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- To hear individual responses, click on questions below:
- 1. First, can you go over the components of the new Thomas Wall System that set it apart from the more traditional materials associated with steel wall work?
 - 2. How does this new wall system impact a building's overall energy efficiency?
 - 3. OK, so how does the Thomas Wall System address those efficiency benefits?
 - 4. Impressive. So what kind of impact does this have on installation costs?
 - 5. Are there reasons building owners should install the Thomas Wall system?

Hi, I'm James Pease and this is Take 5, Building Operating Management's podcast on topics of interest to building and facility executives.

Simplified design, streamlined construction and energy efficiency at every level, the Thomas Wall System is a fundamentally different assembly option for steel stud construction that eliminates the need for batt insulation, exterior gypsum and a separate vapor barrier while contributing to a more efficient building envelope.

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Recommendations for 2010



- Change Communications Committee name to Communications, Marketing and Education Committee (CMEC)
- Endorse \$100,000 funding support of the CMEC within the proposed 2010 budget