



## RCMA International Roof Coatings Conference Schedule of Events\*

\*As of July 1, 2014

<b>Monday, July 14</b>	
7:00pm – 8:30pm	Opening Reception

<b>Tuesday, July 15</b>	
7:30am – 8:30am	Breakfast
8:30am – 8:45am	Welcome and Conference Overview
8:45am – 9:30am	Novel PUA Hybrid Chemistry for Elastomeric Roof Coatings By Dr. Steven Jiguang Zhang, Dow Chemical Company
9:30am – 10:15am	Solvent Reduction Technology – What are the Rules? By Dr. Michael R. Van De Mark, Missouri S&T Coatings Institute
10:15am – 10:30am	Morning Break
10:30am – 11:15am	Overcoming Vapor Drive Issues in Cool Roofing By John Pierson and Tom Diamond, The Garland Company
11:15am – 12:00pm	Advancing Installation of Reflective Roofing Systems through Community-Based Social Marketing and the Baltimore Energy Challenge By Alice Kennedy, Baltimore Office of Sustainability
12:00pm – 1:00pm	Lunch
1:00pm – 1:45pm	The Building Envelope Emerging Technologies Portfolio in United States Department of Energy's Building Technologies Office By Dr. Karma Sawyer, United States Department of Energy
1:45pm – 2:30pm	Introducing the RoofPoint Energy and Carbon Calculator: Measuring the Energy and Environmental Contributions of Roofing Systems By Dr. James L. Hoff, Center for Environmental Innovation in Roofing
2:30pm – 2:45pm	Afternoon Break
2:45pm – 3:30pm	Energy Efficiency and Sustainability in Codes and Standards: Impact on the Roof Coatings Industry By Mike Fischer, Kellen Company

3:30pm – 4:15pm	The Roots and Future of Sustainability By Steve Heinje, Quest Construction Products
4:15pm – 4:45pm	Methods for Measuring Energy Savings on Highly Reflective Coatings By Daniel Bustos, DuPont Titanium Technologies
4:45pm – 5:00pm	RCMA Membership Benefits
5:30pm – 6:30pm	RCMA Hospitality Suite

<b>Wednesday, July 16</b>	
7:30am – 8:45am	Breakfast
8:45am – 9:30am	When the Going Gets Rough: The Impact of Substrate Texture on Solar Reflectance Ratings By Jeffrey Steuben, Cool Roof Rating Council
9:30am – 10:15am	Impact of Dynamic Insulation Technologies on Steep-Slope Roof Assemblies By Dr. Kaushik Biswas, Oak Ridge National Laboratory
10:15am – 10:30am	Morning Break
10:30am – 11:15am	Advances in Developing Standards for Accelerated Aging of Cool Roofing Materials By Dr. Hashem Akbari, Concordia University
11:15am – 12:00pm	Cool Surfaces: An International Opportunity By Kurt Shickman, Global Cool Cities Alliance
12:00pm	- <i>International Roof Coatings Conference Concludes</i> - - <i>RCMA Member Programming Begins</i> -
12:00pm – 1:00pm	RCMA Member Lunch
1:00pm – 1:15pm	RCMA President's Update By Helene Hardy Pierce, GAF
1:15pm – 1:45pm	Transportation of Chemicals and Hazardous Materials By Boyd Stephenson, American Trucking Association
1:45pm – 2:15pm	RCMA Codes and Standards Task Force Report By Steve Heinje, Quest Construction Products and Mike Fischer, RCMA Codes and Standards Director
2:15pm – 2:30pm	Washington State Puget Sound Study Update By Steve Heinje, Quest Construction Products
2:30pm – 3:15pm	Health Product Declarations Collaborative Update By Russell Perry, SmithGroupJJR
3:15pm – 3:30pm	Afternoon Break

3:30pm – 3:45pm	RCMA Alternate Measuring Methods Study Update By Mike Fischer, RCMA Codes and Standards Director
3:45pm – 4:30pm	Solar Reflectance and Thermal Emittance Measurements with Field and Lab Instrumentation By Martin Szczesniak and James Jafolla, Surface Optics Corporation
4:30pm – 4:45pm	RCMA Solar Reflective Coatings Council Report By Craig Smith, Superior Products International
4:45pm – 5:00pm	RCMA Sustainability Council Report By Steve Heinje, Quest Construction Products
5:30pm – 7:30pm	RCMA Associates Function and Reception

<b>Thursday, July 17</b>	
7:30am – 8:15am	Breakfast
8:15am – 9:15am	RCMA Federal Government Affairs Update and RCMA VOC Task Force Report By Greg Johnson, Sherwin-Williams, John Ferraro, RCMA Executive Director and Kelly Franklin, RCMA Industry Affairs Manager
9:15am – 9:45am	Maryland Air Quality Planning Program & VOC Regulatory Update By Randy Mosier, Division Chief of Air Quality Regulations, and Dr. Husain Waheed, Senior Engineer of Regulations Development Division, Maryland Department of the Environment
9:45am – 10:00am	Morning Break
10:00am – 10:45am	United States Green Building Council Update By Theresa Backhus, Sites Technical Specialist for LEED v4
10:45am – 11:15am	RCMA Communications Task Force Report By Casey Hartfelder, Coating & Foam Solutions
11:15am – 11:45am	RCMA Member Services Committee Report By Debra Light, Central Fiber and John Stubblefield, Polyglass USA
11:45am – 12:00pm	RCMA Issues and Answers
12:00pm – 4:00pm	RCMA Board of Directors Lunch and Strategic Planning Meeting