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NRCA FORMS NEW ORGANIZATION

Rosemont, Ill.—With an understanding that the built environment faces long-term, irreversible market trends that demand a focus on environmental stewardship, the National Roofing Contractors Association (NRCA) has established the Center for Environmental Innovation in Roofing (CEIR)—a separate 501(c)(6) organization to promote the development and use of environmentally responsible, high-performance roof systems.

Bill Good, NRCA's executive vice president, believes that as the "green building movement takes hold, the important role of the roofing industry in providing durability, energy efficiencies and environmental stewardship is not only significant, but potentially transformational."

Headquartered in Washington, D.C., the center's core purpose is to establish a forum that will draw together the *entire* roofing industry into the common cause of promoting and increasing the knowledge base of environmentally friendly roof systems. Although still in its early stages, the center has received substantial support from across the industry. To date, "Founding Member" financial commitments to the center include: Firestone Building Products, Carlisle SynTec Inc., Tremco, Sika Sarnafil, D.C.Taylor Co., Nations Roof, Advanced Green Technologies, DRI Cos., Tecta America Corp. and William Wallace Collins LLC. The organization's objectives include:

- Serving as a repository for information pertaining to energy, the environment and roofing
- Coordinating and encouraging objective research
- Serving as a research link between academia and industry and providing a forum for ongoing peer review of such research
- Safeguarding jurisdiction to ensure new roofing products, systems and services remain within the sphere of the roofing industry
- Expanding market opportunities
- Science-based advocacy on behalf of the industry
- Coordinating standards and codes, both in the U.S. and abroad

Driving the center's philosophy are three beliefs. First, the building industry will increasingly use "green" building materials—those that contribute to energy efficiencies and environmental stewardship. Second, this undertaking will succeed only if the entire industry acts in concert. And finally, the Center aims to advance the dialogue of *possibility*. Rather than succumb to the instincts of command-and-control solutions that emphasize *limits* in the face of environmental and energy challenges, the Center endeavors to advance *innovative solutions* and proceeds with the belief that the spirit of collaboration is a critical ingredient of innovation.

The center will commence operations on March 4. For more information about the center, contact Craig Silvertooth, the center's executive director, at (866) 928-CEIR or info@RoofingCenter.org.

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