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FOR IMMEDIATE RELEASE:

Center Research Director Dr. Jim Hoff to speak at Congressional Cool Roofs Briefing

Washington, D.C. – July 11, 2011 – Dr. Jim Hoff, Research Director at the Center for Environmental Innovation in Roofing (Center), will speak at the Cool Roofs for Cooler Summers briefing hosted by the Environmental and Energy Study Institute on Thursday, July 21, 2011, from 2:00 to 3:30 p.m. in room SVC 212/210 of the Capitol Visitor Center in Washington, D.C.

The briefing will focus on the potential for reflective roof technologies to lower the surface temperature of buildings and entire cities. Panelists also will explore the beneficial relationship of combining reflective roofs with other roof technologies, including insulated and vegetated roof systems and building integrated photovoltaics.

Dr. Hoff will be joined on the panel by Dr. Arthur Rosenfeld, Distinguished Scientist Emeritus at Lawrence Berkley Labs, Laurie Kerr, Senior Policy Advisor on Buildings and Energy for the New York City Mayor's Office, and Kevin Kampschroer, Director at the Office of Federal High-Performance Green Buildings, U.S. General Services Administration.

Dr. Jim Hoff is an experienced executive and researcher in the building materials industry, retiring as vice president of technology for Firestone Building Products in 2007 after 23 years of service. Dr. Hoff holds undergraduate degrees in psychology and architectural design as well as a Masters and Doctorate in management, and currently serves on the Board of Directors at the Cool Roof Rating Council, in addition to his role at the Center.

For more information about the briefing, please visit www.eesi.org/briefing or contact Justin Koscher at 866.928.CEIR or 202.380.3371, or e-mail Justin at justink@roofingcenter.org.

The Center for Environmental Innovation in Roofing is a non-profit organization headquartered in Washington, D.C., whose mission is to promote the development and use of environmentally responsible, high performance roof systems and technologies. For more information on the Center, visit www.roofingcenter.org.

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