



Strategic Communications Committee Summer Meeting

Wednesday, September 16 | 8:30am Eastern

Chair: Jack Gottesman, IKO | Vice Chair: Stephanie Ball, Owens Corning

DoubleTree Washington Dulles Airport, Herndon, Virginia- Sully Room

Discussion	Supplementary Materials
Call to Order	
Roll Call	
Antitrust Compliance Policy	
Agenda Review & Approval	
Approval of August Committee Meeting Minutes	• August Meeting Minutes
Recap of 2026 (YTD)	
▪ Strategic Discipline Activity: Reputation Management • Excellence Awards 2027 • Brand Positioning ▪ Strategic Discipline Activity: Technical Document Circulation • Technical Content • Promotional Efforts ▪ Strategic Discipline Activity: Cool Roof Messaging • White Papers & Promotions ▪ Strategic Discipline Activity: Sustainability • Articles and Content • Sustainability Efforts • Communication Campaigns ▪ Strategic Discipline Activity: Resilience / Hardening • Articles and Content • Communication Campaigns ▪ ARMA Metrics • Trade Media • Social Media & Digital Opps • Web Traffic ▪ Q4 Focus	
Open Discussion	
• 2027 Technical Collaborations & Content Suggestions	
Action Item Review	
Next Meeting	
Adjournment	

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To: ARMA Members and Staff

From: Reed Hitchcock, Executive Vice President

Re: Antitrust Compliance - Quick Reference

The Asphalt Roofing Manufacturers Association (“ARMA” or “Association”) has in effect an Antitrust Compliance Policy (“Policy”). The Policy is intended for the guidance of ARMA member company representatives, officers, directors and staff, when engaged in any activity conducted in the name of, or on behalf of, ARMA. All such persons are expected to be familiar with the Policy and to follow it both in letter and in spirit.

The following cautionary statements are taken from the full Policy and are intended to be used as a quick reference tool. This document is not a substitute for the full Policy, which is available from the Association’s office and with which all are expected to be conversant. At all Association meetings and events, including informal gatherings before, during or following such meetings and events, ARMA members, their representatives and guests will not discuss any of the following competitively sensitive topics:

1. Current or future prices, price levels, costs or profit margins.
2. What is a fair or rational profit level.
3. Actions which could lead to standardizing or stabilizing prices.
4. Pricing or bidding methodologies or procedures.
5. Pricing practices or strategies, including methods, timing or implementation of price changes.
6. Whether or how prices, warranties or other terms of sale are advertised.
7. Cash or any other discounts, rebates, service charges or other terms and conditions of sale.
8. Credit terms.
9. Product warranty terms.
10. Actual, planned or projected production, production capacity or capacity utilization.
11. Projected demand.
12. Confidential company plans for new products.
13. Dividing or allocating geographic or product markets or customers.
14. Whether or on what terms to do business with a supplier, competitor or customer.
15. Whether or on what terms to solicit other companies’ employees for employment.
16. The business practices of individual firms.
17. The validity of any patent or the terms of any patent license.
18. Ongoing litigation, unless being reported upon by ARMA’s General Counsel or discussed appropriately at ARMA’s Counsel Forum.

We hope the above rules will be helpful as you participate in ARMA meetings and other activities. If you have any questions about antitrust compliance, do not hesitate to contact ARMA’s General Counsel:

C. Michael Deese
ARMA General Counsel Pannos Law, LLC
Tel: (847) 954-7178
Email: michael.deese@pannos-law.com



Strategic Communications Committee Meeting

Monday, August 10, 2026 | 1:30 p.m. ET | Zoom Meeting

Meeting Attendees

Stephanie Ball	Owens Corning
Jack Gottesman	IKO Production, Inc.
Jennifer Grisez	SOPREMA
Tom Lecorchick Jr.	Bitumar USA, Inc.
Konner McIntire	TAMKO Building Products, LLC
Carrie Niezgocki	3M
Jesse Parkinson	IKO Production, Inc.
Carole Perkins	IKO Production, Inc.
Lynn Picone	GAF
Paul Scelsi	Air Vent Inc.
Steven Wadding	Polyglass USA, Inc.

ARMA Staff & Consultants

Shelby Smiley	ARMA Associate Director
August Olon	ARMA Marketing Coordinator

Call to Order and Antitrust Reminder

The meeting was called to order at 1:32 p.m. ET. Staff began by reminding participants that the meeting would be conducted in accordance with and subject to the ARMA Antitrust Compliance Policy and Confidentiality Practices.

The agenda was approved as presented (motion: Scelsi / second: Wadding)

July 2026 Meeting Minutes Approval

Minutes were approved as presented (motion: Wadding / second: Parkinson)

STRATEGIC COMMUNICATIONS

Strategic Discipline: Reputation Management

Program: Excellence Awards

- The 2027 Excellence Awards went live on August 3, 2026. This year's launch included updated judging criteria, refreshed website graphics, a dedicated contractor e-blast, and outreach assets.
- Next week, staff will distribute the Manufacturer Press Kit which includes press releases, excellence awards logos & art files, social media samples and the submission tip sheet. This will be sent to Committee members and each company's marketing contacts recently provided.
- Staff will begin sharing metrics regarding entries at the next Committee meeting.

Press Release: Shipment Report Subscription Press Release & Promos

- A campaign has been developed to promote Shipment Report Subscriptions. Social media promos have already been placed and a press release will go out to all media contacts in mid-August. The press release is currently under review.

Event: IRE Promotional Opportunities

- Staff has reached out to our new IRE representative to explore opportunities to amplify ARMA's presence at this year's show in February. Our focus is on increasing visibility through tactics such as signage, floor announcements, and app notifications.

Strategic Discipline: Technical Document Circulation

- Five Technical Bulletins have been completed and posted year-to-date.
 - o March 19: **"Using ASTM D7158 Where Standard Conditions Do Not Apply"**
 - o March 19: **"ASCE 7 Tornado Load Requirements and Asphalt Shingles"**
 - o February 18: **"Asphalt Shingle Roofs are Repairable"**
 - o May 22: **"Asphalt Shingle Recycling"** [Updated]
 - o July 24: **"Coating of Asphalt Shingles After Installation"**
- Promotions for the **"Application of Coatings or Rejuvenators on Asphalt Shingles After Installation"** and **"Nail Application of Asphalt Shingles"** have been approved by our technical team and will begin circulating this month.
- Roofing Elements Magazine will continue sharing ARMA Technical Bulletins through 2026.
 - o Summer 2026: **"Low-Slope Asphalt Roofing Recycling"**
 - o Fall 2026: **"Asphalt Shingle Roofs are Repairable: What You Need to Know"**

GENERAL COMMUNICATION ACTIVITY

Social Media

The August content calendar has been scheduled. Featured content includes 2027 Excellence Awards launch promos, Technical Bulletin promos, video library sneak peek, and the weekly Why Asphalt series.

- **LinkedIn** has 2,074 (+15) followers.
- **Facebook** has 1,667 (+2) followers.
- **Instagram** has 1,900 (+10) followers.

Trade Media

- **The 2027 Excellence Awards Launch** press release resulted in 2 media pick-ups:
 - o Roofing Contractor ([LINK](#))
 - o Roofing-Now ([LINK](#))
- **The Q2 2026 Shipment Report Summary** press release resulted in 3 media pick-ups:
 - o 7/24 - Roofers Coffee Shop ([LINK](#))
 - o 7/24 - Retrofit Magazine ([LINK](#))
 - o 7/27 - Roofing Contractor ([LINK](#))
- FRSA published the ARMA-driven recycling article, **"The Sustainable Roofer: Why Recycling Matters and How to Get Involved"** on 7/1/2026 ([LINK](#))
- *Roofers Coffee Shop* published **"The Contractor's Role in Asphalt Shingle Recycling and Sustainability"** ([LINK](#))
- *Roofing Elements Magazine* published the ARMA driven article **"How Drip Edge Installation Helps Protect Asphalt Shingle Roof Assemblies"** in their Spring 2026 edition. ([LINK](#))

- *Plain Builder* published “**12 Field-Ready Tips for Installing Asphalt Shingles**” an article developed in tandem with ARMA Technical Staff. The article also received a headline mention on the cover. ([LINK](#))
- The group discussed reaching out to more publications.

Video Updates

- Why Asphalt: 717 views / The Right Roof System for Your Home: 649 views / Beauty of Asphalt: 388 views. ([LINK](#))

Next Meeting

- September’s meeting will be held in person on September 16 at the Summer Committee Meeting in D.C.

Adjournment

The SCC meeting was adjourned by consensus at 1:44 p.m. ET.

SCC Meeting Action Items – August 10th, 2026

- Explore broader construction and trade publication options to identify opportunities to reach a wider audience with our documents and press releases.

September 2026

KEY:

ARMA Promotions

Industry News & Events

ARMA Resources

Issues & Campaigns

ARMA Meetings & Forums

Holiday

SUN	MON	TUES	WED	THURS	FRI	SAT
		1 Labor Day	2 Reshare of Follower/Industry News	3 Video Library (Why Asphalt)	4 #Why Asphalt Sun Vault Roofing (4)	5
6	7 Technical Bulletin Effects of Ponding Water on Low-Slope Asphalt Roofing	8 Excellence Awards: Previous Winner (Steep Slope - Perpetual Help Church)	9 ARMA Summer Meeting Sponsors	10 Did You Know? Asphalt Roofing is Versatile	11 #Why Asphalt Patriot Roofing	12
13	14 Technical Bulletin Self-Adhering Membranes as Underlayments in Steep	15 Excellence Awards: Apply Early	16 Reshare of Follower/Industry News	17 Excellence Awards: Previous Winner (Low Slope - Penn-co Office Steinbach)	18 #Why Asphalt AVI Roofing, Inc.	19
20	21 Technical Bulletin Plain Facts About Buckled Shingles	22 Excellence Awards: Simple Submission Process	23 Reshare of Follower/Industry News	24 Excellence Awards: Previous Winner (Steep Slope - Schooner Head)	25 #Why Asphalt Prospect Waterproofing Company (2)	26
27	28	29	30			
Western Roofing Expo		Excellence Awards: Project Write-Ups and High-Quality Imagery	Reshare of Follower/Industry News			

NOTES

Western Roofing Expo: September 27 - September 29, 2026