



For Immediate Release

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MIKE DUCHARME OF CARLISLE SYNTEC NAMED NEW ERA CHAIRMAN

BETHESDA, MD., November 3, 2009 – Michael DuCharme, Director of Product Marketing, Carlisle SynTec, was named the new chairman of the EPDM Roofing Association's (ERA) board of directors at the group's annual meeting held in Baltimore on October 20. He replaces John Geary, Vice President of Marketing at Firestone Building Products, who will remain on the board.

"I look forward to fulfilling my duties as chairman of ERA in the coming year and working to enhance EPDM's leadership role in today's challenging market place," DuCharme said. "EPDM has an outstanding record of proven sustained performance and plays a vital role in environmentally responsible building construction. Our continuing educational efforts regarding EPDM's green-building attributes will help this product maintain its top position in the commercial roofing sector."

ERA also named Alicia McMahon, Brand Marketing Manager, Firestone Building Products, was named as chairman of the group's Communications Committee, which will continue to its extensive editorial outreach program. Last year, ERA's Communications Committee assisted in creating a 16-page educational supplement that ran in three separate building industry publications.

Finally, Scott Long, EPDM Product Manager for Carlisle SynTec, was announced as chairman of the Technical Committee. In the last three years, the technical committee of ERA has championed a post-consumer rooftop recycling program that, to date, has recycled more than 5,000,000 square feet of aged roofing materials. This committee also initiated hail durability testing and reflective testing for ballasted EPDM roofing systems. The latter study allowed ballasted roofing systems to be named an acceptable cool-roof alternative to traditional light-colored roofing materials by the American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE), the Cool Roof Rating Council (CRRC) and the City of Chicago.

More information about ERA is available at its Web site: www.epdmroofs.org.

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The EPDM Roofing Association (ERA) is the first trade association solely representing the manufacturers of EPDM single-ply roofing products and their leading suppliers. ERA provides technical and research support to the public and the construction industry, and communicates the longstanding attributes, consistency and the value proposition of EPDM rubber membrane roofing materials.