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**FOR IMMEDIATE RELEASE**

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**2009 Energy Conference and Exhibition Features BTA Presentation**  
*Highlights BTA Involvement in Key U.S. Government Roof Asset Program*

DETROIT, MI – Building Technology Associates (BTA), a roof management and consulting specialist, recently presented “Energy Efficiency through Roof Asset Management” at the May 5, 2009, Energy Conference and Exhibition (ECE) at Novi, MI, hosted by the Engineering Society of Detroit and DTE Energy. The presentation focused on BTA’s involvement in Roof Asset Management initiatives and on maximizing energy efficiency. By presenting the details of BTA’s proactive approach to roof management within the context of its process, BTA sought to make ECE attendees aware of the energy and cost savings potential of life-extending roof maintenance and proper roof replacement.

“The ECE event was an ideal forum for educating building owners on how much impact sustainable roof management approaches can have,” said Michael DeBrincat, BTA Director of Corporate Development. “We were able to share what we’ve learned about techniques to increase efficiency and reduce carbon footprint.” DeBrincat pointed out that the role of roof management in saving energy, and protecting physical plant investment, is underappreciated. “Many building owners don’t know that proper roof management can save up to 70% in energy costs.”

The ECE presentation used data from a key recent project to show how proactive roof management can contribute to significant environmental benefits by reducing energy

consumption, specifying sustainable construction materials/practices, and keeping old roofing materials out of landfills. The presentation also emphasized the applicability of BTA's roof asset management approach to a wide variety of properties in both the government and private sectors.

Along with information on techniques to save energy, ECE attendees learned that one of BTA's roof asset management initiatives has been selected by the General Services Administration in October 2008 as the recipient of an Achievement Award for Real Property Innovation. The BTA approach also is being adopted as a "Best Practice" for future government initiatives in other areas – further evidence of its effectiveness as a sustainable, energy- and cost-saving solution.

### **BTA**

Since 1959, Building Technology Associates (BTA) has helped hundreds of building owners, architects, engineers and government agencies solve roofing problems. In 1985, BTA leveraged its extensive knowledge and experience with emerging computer technology to automate and standardize its roof consulting practices. Constantly refined and updated, the sophisticated patented process provides building owners with the most robust roof management tools in the marketplace, enabling them to maximize asset preservation by reducing roofing defects, and by extending the useful life of their facilities in the most cost-effective manner possible. For more information, visit the BTA website at [www.askbta.com](http://www.askbta.com).

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