

News for Immediate Release



The Asphalt Roofing Manufacturers Association Has Selected Stringfellow Management Group

Forest Hill, MD (January 6, 2021) – Stringfellow Management Group, Inc. (SMG) has been selected to provide association management services and headquarters operations for the Asphalt Roofing Manufacturers Association (ARMA), a trade association representing North America’s asphalt roofing manufacturing companies and their raw material suppliers. The Association includes the majority of North American manufacturers of asphalt shingles and asphalt low slope roof membrane systems.

“We are excited about the substantial experience, expertise, and professionalism that the Stringfellow Management Group brings to ARMA,” stated Reed B. Hitchcock, ARMA Executive Vice President. “The ARMA staff and volunteers look forward to working with the SMG team to enhance and build on the leadership and value that we deliver to our members and to the asphalt roofing industry,” Hitchcock added.

SMG is partnering with ARMA by providing full service management and support services including operations management, leadership and governance support, professional representation at industry events, event management, financial management, codes and regulatory support, membership coordination, website management, and administrative support. SMG is also providing marketing-communications services including technical and creative writing, media outreach, digital marketing, awards program marketing and video production oversight.

SMG President, Fred Stringfellow, CAE, expressing his regard for SMG’s newest partner, remarked “We’re honored to have been selected as ARMA’s Association Management Company and to have the opportunity to partner with such an industry leader. SMG’s experience managing clients in the construction and homebuilding industries makes this a natural fit with potential for great synergies.”

###

About the Asphalt Roofing Manufacturers Association (ARMA):

The Asphalt Roofing Manufacturers Association (ARMA) is a trade association representing North America's asphalt roofing manufacturing companies and their raw material suppliers. The association includes the majority of North American manufacturers of asphalt shingles and asphalt low slope roof membrane systems. Information that ARMA gathers on modern asphalt roofing materials and practices is provided to building and code officials, as well as regulatory agencies and allied trade groups. Committed to advances in the asphalt roofing industry, ARMA is proud of the role it plays in promoting asphalt roofing to those in the building industry and to the public. To learn more, visit <https://www.asphaltroofing.org/>.

About Stringfellow Management Group

Stringfellow Management Group (SMG) provides headquarters operations, professional management services, specialized financial management, and conference coordination to 25 non-profit associations and foundations with its staff of 46 association professionals. SMG is an Accredited Association Management Company. Administered by the AMC Institute, AMC Institute Accreditation is recognized and supported by ASAE & The Center for Association Leadership and is based on the ANSI Standard of Good Practices for the AMC Industry. For more information on Stringfellow Management Group, please visit www.stringfellowgroup.net

Media contact:

Amie Goscinski

Director of Communications & Marketing

(443) 640-1059 x144

agoscinski@stringfellowgroup.net

Stringfellow Management Group, Inc.

9 Newport Drive, Suite 200 | Forest Hill, MD 21050

P: 443-640-1059 | F: 443-640-1031 | www.stringfellowgroup.net