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PDA MEMBERS APPROVE EXPANDED MISSION

Kansas City, Mo. – The PDA Board of Directors and members have approved a new, expanded mission for the organization. Since the prospective new direction for PDA was announced at the 2011 annual conference, which added an array of adjacent elastomeric technologies used in coatings and other applications, the Board of Directors delved deeply into an effort to adopt a new mission and purpose for the organization. On June 3, 2011, all 17 directors unanimously approved the new mission and purpose. In early August, the membership overwhelmingly voted to adopt the language agreed upon by the board.

Available on www.pda-online.org and cited below, they are:

Revised Mission:

To promote strong market growth and advancement of high performance elastomeric technologies for the betterment of protective coatings, caulks, adhesives and sealants through the development of educational and marketing programs, technical standards, safety and environmental guidelines, and proper use recommendations.

Revised Statement of Purpose:

To advance and promote the market for polyurea and polyurethane elastomeric technologies by leveraging the shared knowledge of our industry's applicators and custom formulators, along with the expertise of raw material and equipment suppliers, specifying engineers and architects, consumers, and associated industry professionals. The Association's focus is the growth of spray applied elastomeric technologies as well as enabling adjacent technologies.

In addition to the new mission and purpose, the Board developed a tagline to be associated with PDA. Rather than the organization being recognized as the “Polyurea Development Association,” it will now be identified simply as “PDA – *Association for High Performance Elastomeric Technologies.*”

“I’m thrilled with the changes approved by the Board,” said PDA president Kyle Flanagan. “These changes will allow the association to expand its offerings and membership in many ways for years to come. In particular, I want to thank all those involved with the thoughtful work and vision that went into the development of these changes.”

PDA is an international trade association formed specifically to promote the awareness and education of elastomeric technologies and their uses. The association’s members include contractors, formulators, material suppliers, equipment manufacturers and specifiers who seek to expand the business of such technologies. PDA promotes continuing education and the highest professional and ethical conduct within the industry. For more information about PDA, call +1-816-221-0777, or visit www.pda-online.org.

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