



Chris Kuykendall
Territory Manager, *Mule-Hide Products, Inc.*




Chris Kuykendall

- Background as a Fluid-Applied Contractor
- Worked with various manufacturers to perfect their fluid-applied offering for real-world performance and ease of application
- Product Management for MHP
- Technical Sales and Support for Contractors and Distribution Personnel



Mule-Hide Products, Inc.
Territory Manager



**How do we ensure that our
micro-level efforts have
macro-level impact?**



**How does your work connect
with and benefit people?**



**How can we collaborate to
help municipalities achieve
their heat mitigation goals?**

The background image shows a rooftop view of Miami. In the foreground, there's a white rooftop surface. Below it, a green building with several windows is visible. In the distance, a city skyline with palm trees and a few tall buildings is seen under a blue sky with scattered clouds.

“ChillBoards”

Beer, Miami, and Cool Roofs

PARTNERS



SET FREE RICHARDSON DIRECTOR

For over 15 years his ability to translate unique ideas into effective marketing tools has made Set Free one of the most creative minds in the industry.



JANE GILBERT MIAMI CHIEF HEAT OFFICER

With 30 years of experience, Gilbert has assumed the role of CHO taking up the task of coming up with a plan to protect the region's 2.7 million residents as temperatures continue to rise.

“ChillBoards” Collaboration

- Coors Light has a commitment to sustainability
- Connected with MHP’s Marketing Director on LinkedIn
- Highlights the importance of raising awareness through creative messaging (i.e., on roof tops)
- Example of the impact of organizations such as the CRRC on real life needs
- Presents a correlating challenge to strive to keep the “big picture” in view

THE ADS NOBODY CAN SEE, BUT EVERYONE CAN FEEL

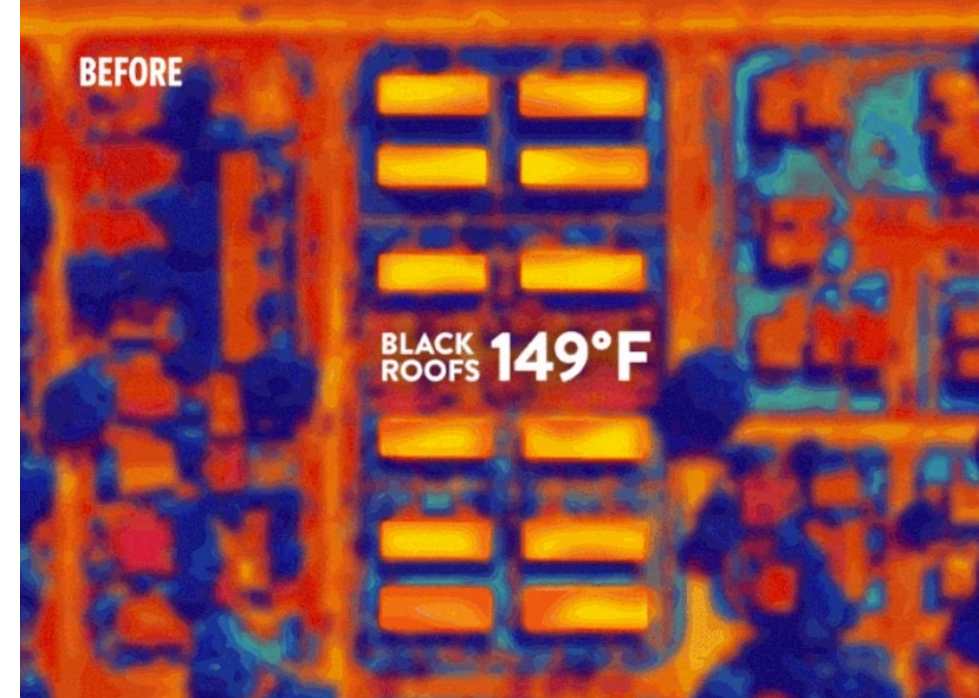
We’re going to paint the rooftops of 12 apartment complexes in Miami with billboards using Mule-Hide paint to help reflect some of the heat from the sun off of the surface that they cover and cool down Knight Center.

Our “Chillboards” will refresh these overheated residents and communities. Our message has a greater purpose than selling beer, they’ll be helping a community.



Project Details

- Miami, FL
- Multi-family apartment facility
- 12 Buildings / 96 Units
- Aged modified-bitumen roof assemblies
- 36,000 sf (Equivalent to 90 avg. size billboards)
- Initial coating 95% of roof surface, followed by a full coating restoration
- Acrylic
- Surface temperature reduction of 50 degrees





EXTREME HEAT

ACTION PLAN

MIAMI-DADE
COUNTY

Heat Action Plan

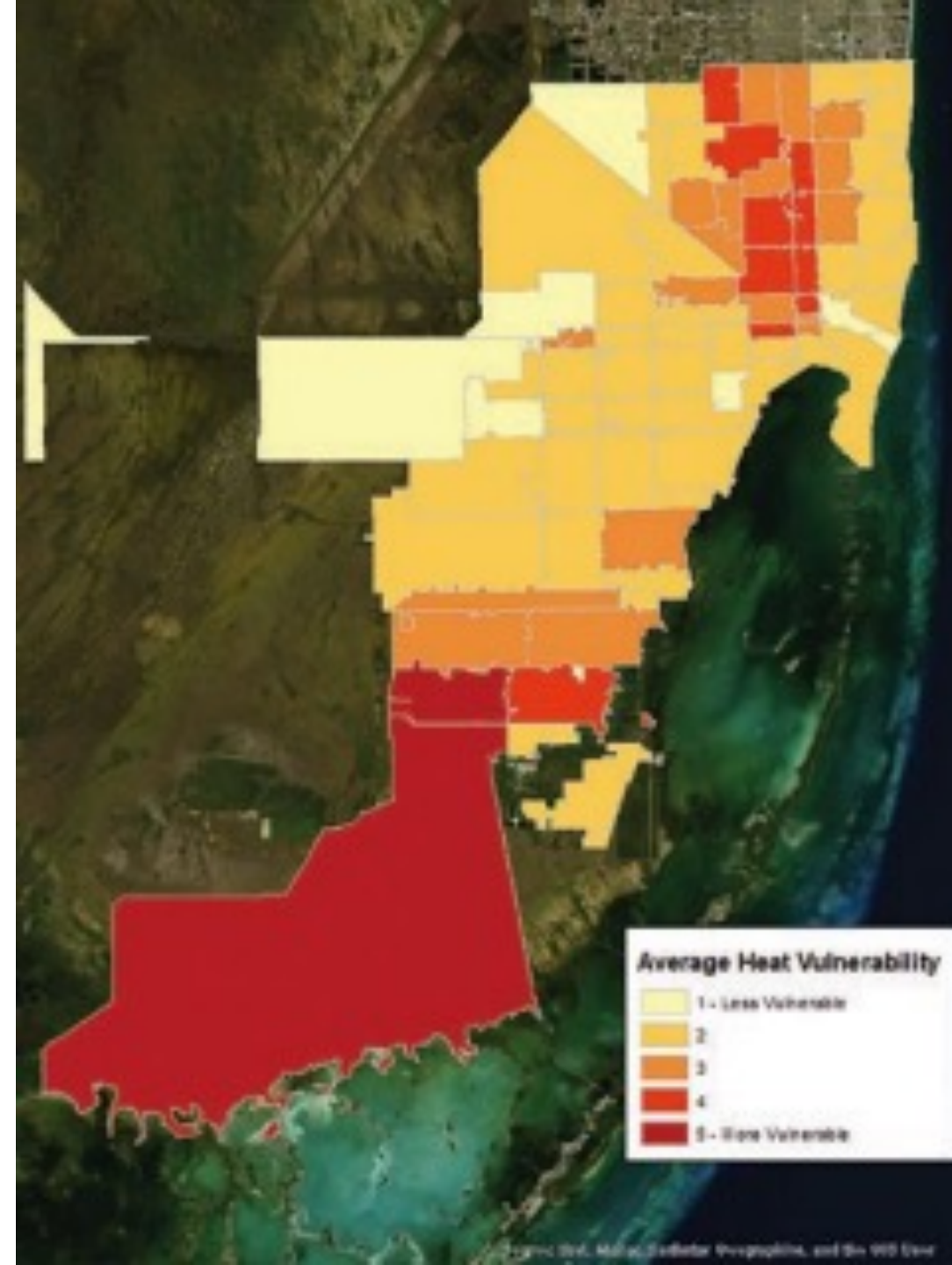


- **Goals**

1. Inform, Prepare, Protect People
2. Cool Homes and Emergency Facilities
3. Cool Neighborhoods

- **How this collaboration helped Miami-Dade continue to implement their plan:**

1. Enhanced Messaging (Goal 1)
2. Advocate for heat safe affordable housing (Goal 2)
3. Ramp up Engagement (Goal 3)





**Creative collaboration and
correlation drives greater
awareness and action.**

COOL LIGHT
INFORMATION



CHILBOARDS

World
Famous

NO
NOBODY
CAN
S
EVERYBODY
CAN
A
A

MADRID

1984

GOODS
INVENTORY

THIS A DOCKHIS
IS CERAMIC

©2006
LDS

CHILDREN'S
HOSPITAL

CHS

CHILDREN'S BOARD OF
REFUGEES

CHILDREN'S BOARD OF
REFUGEES

REFRESH
YOUR MIND

The World
LIFE



Conclusion

- Think Outside the Box
- Creative Collaboration
- Help Develop and Achieve Heat Mitigation Goals
 - Continue to Raise Awareness
 - Keep up the good work!



Close with campaign video: <https://www.youtube.com/watch?v=U4Xgphq6zpQ>