



Annual Membership Meeting

Paris Hotel

Las Vegas, Nevada

June 24, 2010



Antitrust Statement

Although the Cool Roof Rating Council is a broad-based 501 (c) 3 organization, it does include numerous competitors in the roofing industry and thus care must be taken to scrupulously abide by federal and state antitrust laws. As you know, the CRRC has in effect Antitrust Compliance Guidelines.

Members should remember that antitrust compliance is important at all times whether at formed meetings such as this or in social settings. At this and other CRRC meetings, participants should not discuss sensitive issues including pricing, profitability, payment terms, and allocating markets or customers or anything else recommended against in the antitrust guidelines.



Administrative Update

Membership Meeting
June 24, 2010



Outline

- Board Update
- Growth Report
- Rating Program Update
- Administrative Update
- Staff Changes
- Marketing Update
- Random Testing
- Strategic Plan Update



Board Update

2010-2011 Board Members

Class A Members

James Baker, ARMA

Greg Crawford, AISI

George Daisey, Dow
Chemical Co.

Mike Ennis, SPRI

Marty Hastings, Dura
Coat Products

Matt Kolb, National Coatings

Class B Members

Payam Bozorgchami, CEC

Jim Hoff, CEIR

Rich Lee

George Malek, ComEd

Peter Turnbull, PG&E



Board Update

Board Office Positions	June 2009-June 2010	June 2010-June 2011
Chair	Rich Lee	Mike Ennis
Vice Chair	Mike Ennis	Jim Baker
Treasurer	Marty Hastings	Marty Hastings
Secretary	Greg Crawford	Greg Crawford

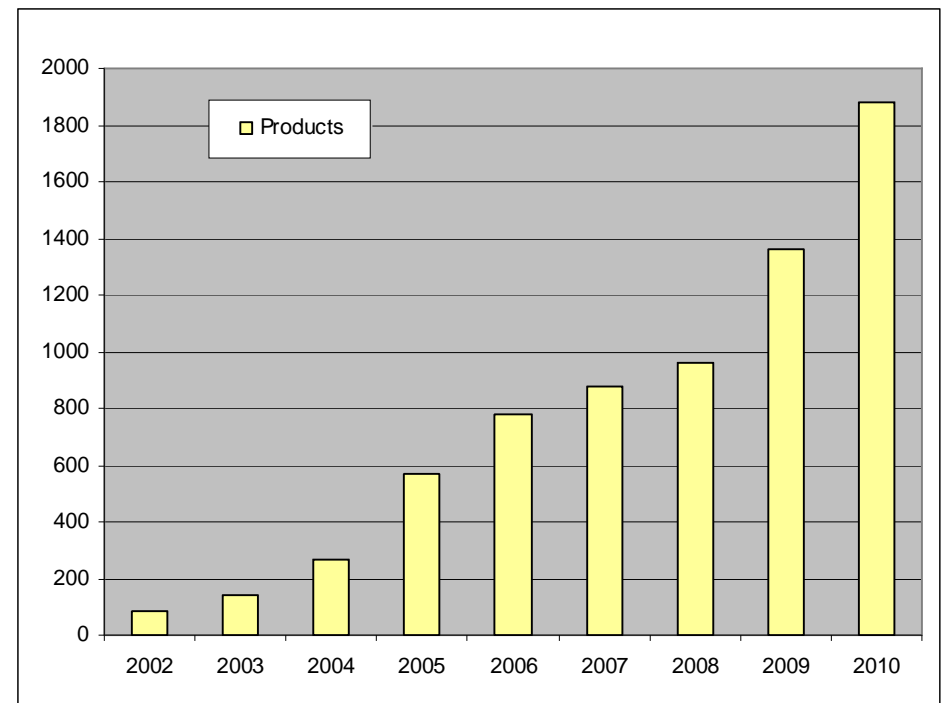
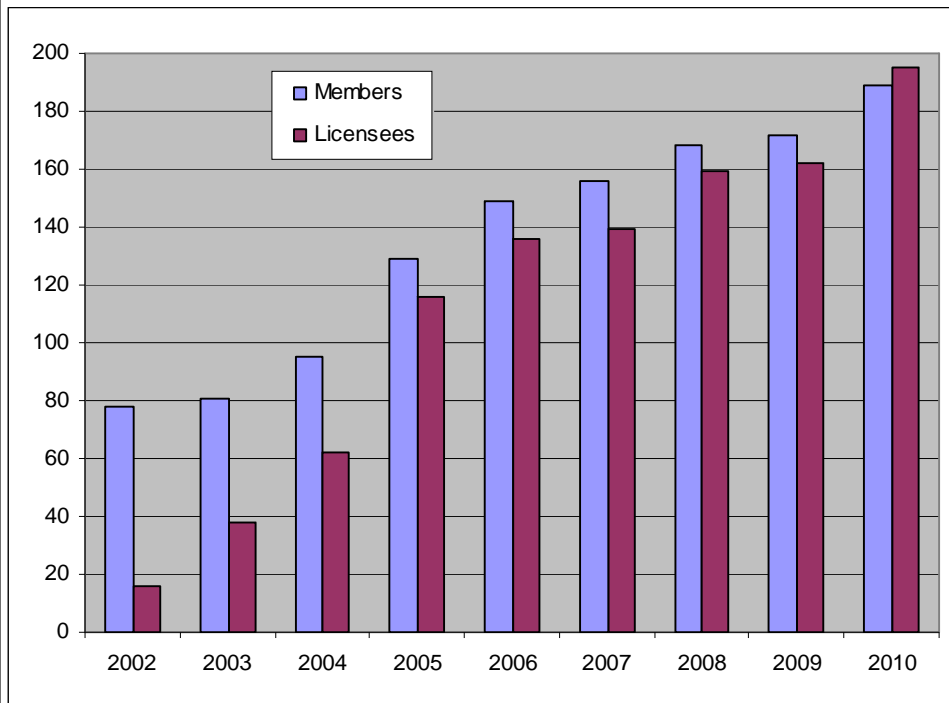


Growth Report

Members **189**

Licenseses **195**

Products **1882**





Rating Program Updates

- Increase in Test Farm Placement Dates
 - From quarterly to bimonthly, starting Jan 1
- AITL and TF separation policy
- Reduced Lab Training fee
(previously \$1,000)
 - \$350 for members and licensees
 - \$500 for non-affiliates



Compound Rating Updates

- **Compound Ratings for products with the same surface formulation**
 - Shingle products
 - Modified Bitumen products
 - Polymer Textured products
 - Unique in that all textures must be rated and the product with the lowest rating will be applied as the representative product, place on the Directory & aged.
- If a compound rated product is selected for Random Testing, all samples listed under the rating will be tested
 - Failure of the representative product = suspension of compound rating
 - Failure of a listed product = removal of the listed product from the compound rating & initial testing of all listed products



Compound Rating Application Form (F-3A)

- To rate a series of products under a compound rating, submit Addendum F-3A with the Initial Product Application form.

CRRC INITIAL Product Rating Application
 Addendum for Compound Ratings – F-3A

1610 Harrison Street • Oakland, CA 94612 • Toll-free (866) 465-2523 • Fax (510) 482-4421 • www.coolroof.org

Only submit this page for compound product ratings. Please submit along with a CRRC Initial Product Rating Application (CRRC-F-3).

TYPE OF PRODUCT (check only ONE):

- Single-ply – fill out Section A
- Single – fill out Section B
- Modified Bitumen – fill out Section C

CRRC Licensed Seller/OM Company Name	CRRC License Seller/OM ID Number
The undersigned certifies that, to the best of his/her knowledge, the measurements contained herein are true and accurate.	
Responsible Person's Signature	Date
Responsible Person's Name (printed)	Title

SECTION A – SINGLE-PLY PRODUCTS

Representative (Thinnest) Product:

Brand Name	Model Name / Number	Thickness
List of All Products to be covered under this rating:		
Model Name / Number (will appear as listed on Directory)	Thickness	

I verify that all products listed under the compound rating share the same surface formulation and reflective properties.



Tile Product Updates

- September 2009: Tile products can be submitted cut down to 6"x6" samples (for flat or S-shaped tile)
- February 2010: The Interim Tile Test Method deadline was extended to December 31, 2010 (from June 2010)



Directory Update

- Addition of SRI values to the Directory


CRRC Prod. ID	Manufacturer Information	Brand	Model	Color	Product Type	Solar Reflect.		Therm. Emit.		SRI (initial (sorted-))	SRI (aged)	Slope Application
						Init.	3 yr.	Init.	3 yr.			
0738-0005	Versico Incorporated Richard Gillenwater (717-245-7040)	Versiflex	White PVC		Single-Ply- Thermoplastic	0.87	0.61	0.95	0.86	111	72	Low/Steep
0738-0002	Versico Incorporated Richard Gillenwater (717-245-7040)	Versiweid	White TPO		Single-Ply- Thermoplastic	0.79	pending	0.9	pending	99	pending	Low/Steep
0738-0006	Versico Incorporated Richard Gillenwater (717-245-7040)	Versiweid	Tan TPO		Single-Ply- Thermoplastic	0.71	pending	0.86	pending	86	pending	Low/Steep
0690-0005	Valspar Corporation Mary-Ann Johnson (972-487-7218)	Weather X	Solar White		Factory-Applied Coating	0.7	0.7	0.85	0.85	85	85	Low/Steep
0690-0032	Valspar Corporation Mary-Ann Johnson (972-487-7218)	Fluropon SR	Snow White 451A341		Factory-Applied Coating	0.67	pending	0.84	pending	80	pending	Low/Steep
0690-0020	Valspar Corporation Mary-Ann Johnson (972-487-7218)	Fluropon SR	White CF1A894	White	Factory-Applied Coating	0.65	pending	0.83	pending	77	pending	Low/Steep
0738-0007	Versico Incorporated Richard Gillenwater (717-245-7040)	Versiweid	Gray TPO		Single-Ply- Thermoplastic	0.46	pending	0.89	pending	53	pending	Low/Steep
0690-0015	Valspar Corporation Mary-Ann Johnson (972-487-7218)	Fluropon SR	Dark Blue CF6B307	Dark Blue	Factory-Applied Coating	0.25	pending	0.83	pending	22	pending	Low/Steep
0690-0018	Valspar Corporation Mary-Ann Johnson (972-487-7218)	Fluropon SR	Dark Green CF5R603	Dark Green	Factory-Applied Coating	0.25	pending	0.83	pending	22	pending	Low/Steep
0690-0028	Valspar Corporation Mary-Ann Johnson (972-487-7218)	Weather X SR	Dark Green CFG0356X	Dark Green	Factory-Applied Coating	0.25	pending	0.83	pending	22	pending	Low/Steep





Logo and Label Updates

Extended Label

Rated Products Logo

	Use ID number on packaging to match with corresponding rating on this label (checked box)	<input type="checkbox"/> Product A		<input type="checkbox"/> Product B	
	Classification: Production Line	Initial	Weathered	Initial	Weathered
	Solar Reflectance	0.00	Pending	0.00	Pending
	Thermal Emittance	0.00	Pending	0.00	Pending
Rated Product ID Number		---		---	
Licensed Seller ID Number:	Cool Roof Rating Council ratings are determined for a fixed set of conditions, and may not be appropriate for determining seasonal energy performance. The actual effect of solar reflectance and thermal emittance on building performance may vary. Manufacturer of product stipulates that these ratings were determined in accordance with the applicable Cool Roof Rating Council procedures.				

	Use ID number on packaging to match with corresponding rating on this label (checked box)	<input type="checkbox"/> Product A		<input type="checkbox"/> Product B		<input type="checkbox"/> Product C	
	Classification: Production Line	Initial	Weathered	Initial	Weathered	Initial	Weathered
	Solar Reflectance	0.00	Pending	0.00	Pending	0.00	Pending
	Thermal Emittance	0.00	Pending	0.00	Pending	0.00	Pending
Rated Product ID Number		---		---		---	
Licensed Seller ID Number:	Cool Roof Rating Council ratings are determined for a fixed set of conditions, and may not be appropriate for determining seasonal energy performance. The actual effect of solar reflectance and thermal emittance on building performance may vary. Manufacturer of product stipulates that these ratings were determined in accordance with the applicable Cool Roof Rating Council procedures.						

	Use ID number on packaging to match with corresponding rating on this label (checked box)	<input type="checkbox"/> Product A		<input type="checkbox"/> Product B		<input type="checkbox"/> Product C		<input type="checkbox"/> Product D	
	Classification: Production Line	Initial	Weathered	Initial	Weathered	Initial	Weathered	Initial	Weathered
	Solar Reflectance	0.00	Pending	0.00	Pending	0.00	Pending	0.00	Pending
	Thermal Emittance	0.00	Pending	0.00	Pending	0.00	Pending	0.00	Pending
Rated Product ID Number		---		---		---		---	
Licensed Seller ID Number:	Cool Roof Rating Council ratings are determined for a fixed set of conditions, and may not be appropriate for determining seasonal energy performance. The actual effect of solar reflectance and thermal emittance on building performance may vary. Manufacturer of product stipulates that these ratings were determined in accordance with the applicable Cool Roof Rating Council procedures.								





Updated Test Results Rpt



Exhibit 6 – Board of Directors, June 23, 2010

INITIAL Test Results Report

Company Name _____

Product Brand Name & Model _____

1610 Harrison Street • Oakland, CA 94612 • Toll-free (866) 465-2523 • Fax (510) 482-4421 • www.coolroofs.org

Note: This form is for Initial Test Results only. Please use form CRRC-F-13 for Aged Test Results. The Licensee shall supply this form to the AITL with Section A completed. The AITL shall conduct the testing, complete section C and return the completed form to the Licensee. Section B shall be completed only if the product is a Color Family Product. The Licensee shall submit the completed form and a completed Initial Product Rating Application (CRRC-F-3) to the CRRC.

Section A; 1-8: Licensed Seller/Other Manufacturer and Product Information (this section to be filled out by licensee prior to sending to Laboratory)

+	
1. CRRC Licensed Seller/OM Company	2. CRRC License Seller/OM ID Number
3. Company Address	4. Contact Name
5. Email Address	
6. Phone Voice and Fax Voice () Fax ()	7. Product Type
8a. <i>For Field-Applied Coatings Only</i> Minimum Recommended Coating Dry Mil Thickness	8b. <i>For Single Ply Products Only</i> Overall Recommended Mil Thickness



Product Fee Modification

ANNUAL PRODUCT FEES	
Production Line Roofing Products	
Standard Roofing Product – Initial	\$240
Standard Roofing Product – Renewal	\$120
Color Families <i>(see definitions below for this section)</i>	
Color Family Group³ (includes Representative Element) - Initial	\$215
Color Family Group (includes Representative Element) - Renewal	\$120
Color Family Element (Additional) - Initial	\$50
Color Family Element (Additional) - Renewal	\$10
Custom Color Products	
Custom Color Product	\$120



Administrative Updates

- Reduced Class B Membership Fees
– \$300 down to \$50
- Upgraded all PDF applications to fill-able forms
- Accepting electronic forms and signatures



Licensed Seller Application

1610 Harrison Street • Oakland, CA 94612 • Toll-free (866) 465-2523 • Fax (510) 465-2523

Checklist of Enclosures for a complete Licensed Seller Application:

- Signed Licensed Seller Agreement (CRRC-A-1)
- Letter confirming a Quality Control Plan
- Fees per fee schedule

1. Company Name Your Company	2. Contact Name John Doe
3. Address	
4. Phone	5. Fax
6. Email	7. Website
8. Appropriate Fee	
<input type="checkbox"/> Factory-Coated Product Seller	



Administrative Updates

- Added Google Checkout Credit Card processing for all transactions
- Renewals Deadline date changed to Feb 1 (from Jan 1)
- Included a late fee for overdue Renewal payments
- Improvements to online Renewal system





2009-2010 Staff Changes

Random Testing & Renewals & IT work

Alexis Wong

Membership Meeting & Elections

Karl Skare

Media & Communications Coordinator

Jessica Clark



Marketing Update

Outreach Activities 2009-2010

- Tradeshows
- Newsletters
- Publications
- Presentations



Tradeshows (2009-10)

West Coast Green

October 2009

San Francisco, CA

Intl Urban Heat Island

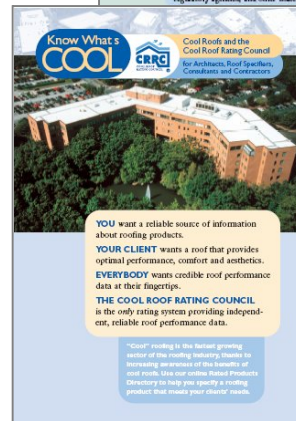
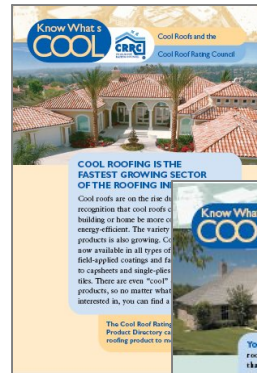
September 2009

Berkeley, CA

Greenbuild

November 2009

Phoenix, AZ



International Roofing Expo

February 2010

New Orleans, LA

AIA Tradeshaw

June 2010

Miami, FL

WSRCA Tradeshaw

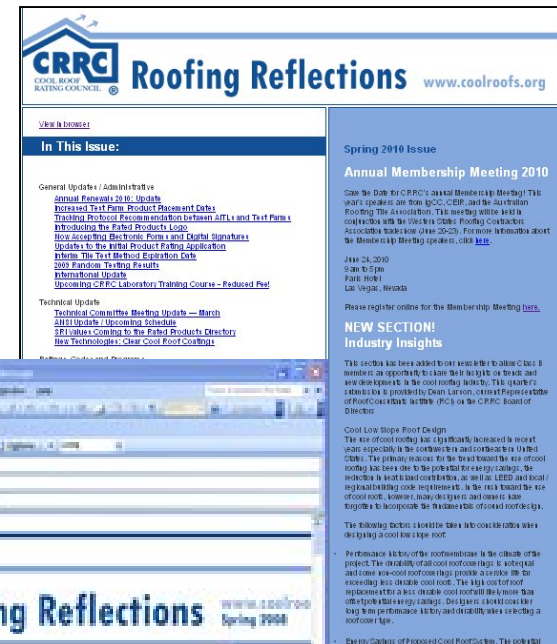
June 2010

Las Vegas, NV



Newsletters

- *Roofing Reflections* distributed quarterly
- Email & Website posting
- New section – Industry Insights
- Next issue – August 2010





Publications 2009-10

- Article in Roofing Contractor magazine also published in Environmental Design & Construction and Sustainable Facility (Sept 09)
- Article in Interface magazine (July 09)
- Article in Building Products Magazine (Jan 10)
- Currently receiving much press on cool roofing



Presentations 2009-10

- RRCI Technical Meeting – July 09
- Construction Specifications Institute – Sept 09
- LBNL Urban Heat Island Conference – Sept 09
- Greenbuild Conference – Nov 09
- Green Council of Realtors (Berkeley) – Dec 09
- Tile Roofing Institute Spring Forum – April 10
- North TX Roofing Contractors Assn – June 10
- International outreach with the DOE
 - Beijing (March 10 and June 10)



Random Testing

- Important to CRRC's mission to provide accurate radiative property data
- California Energy Commission's Title 24 references CRRC as the sole supervisory entity for cool roof ratings



2007 Random Testing Report

- **53 Products selected**

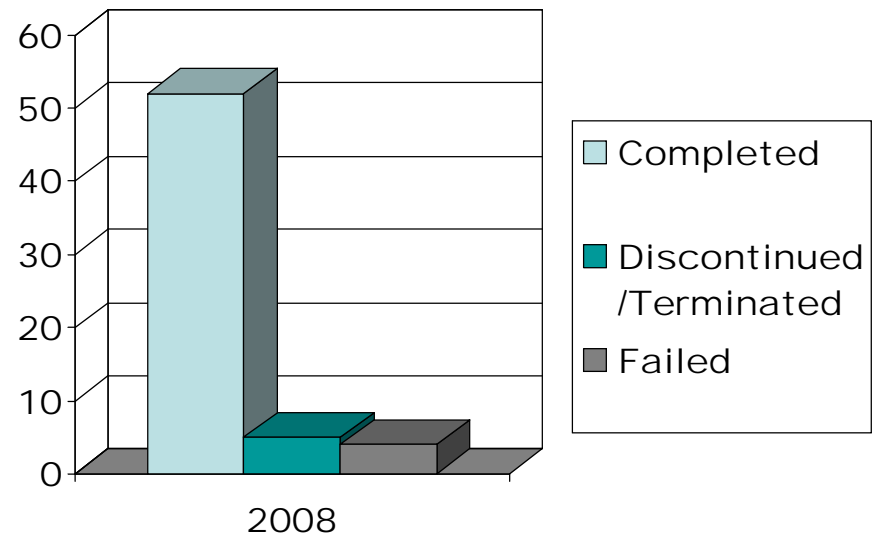
- 44 passed
- 6 discontinued (terminated)
- 3 unavailable (suspended until product is available)





2008 Random Testing Report

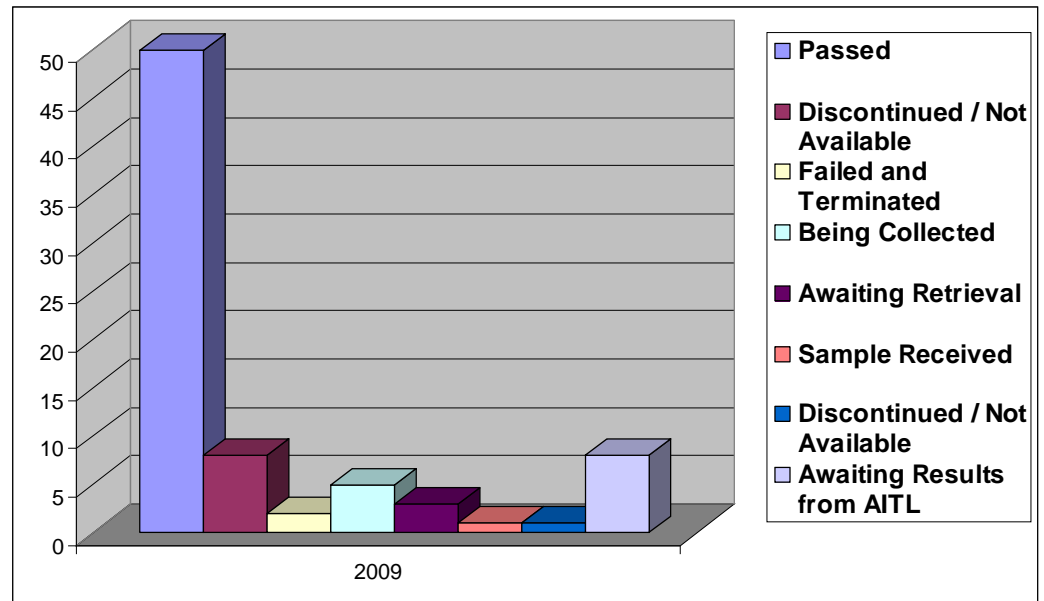
- **61 Products selected**
 - 52 passed
 - 5 discontinued products (terminated)
 - 4 failed





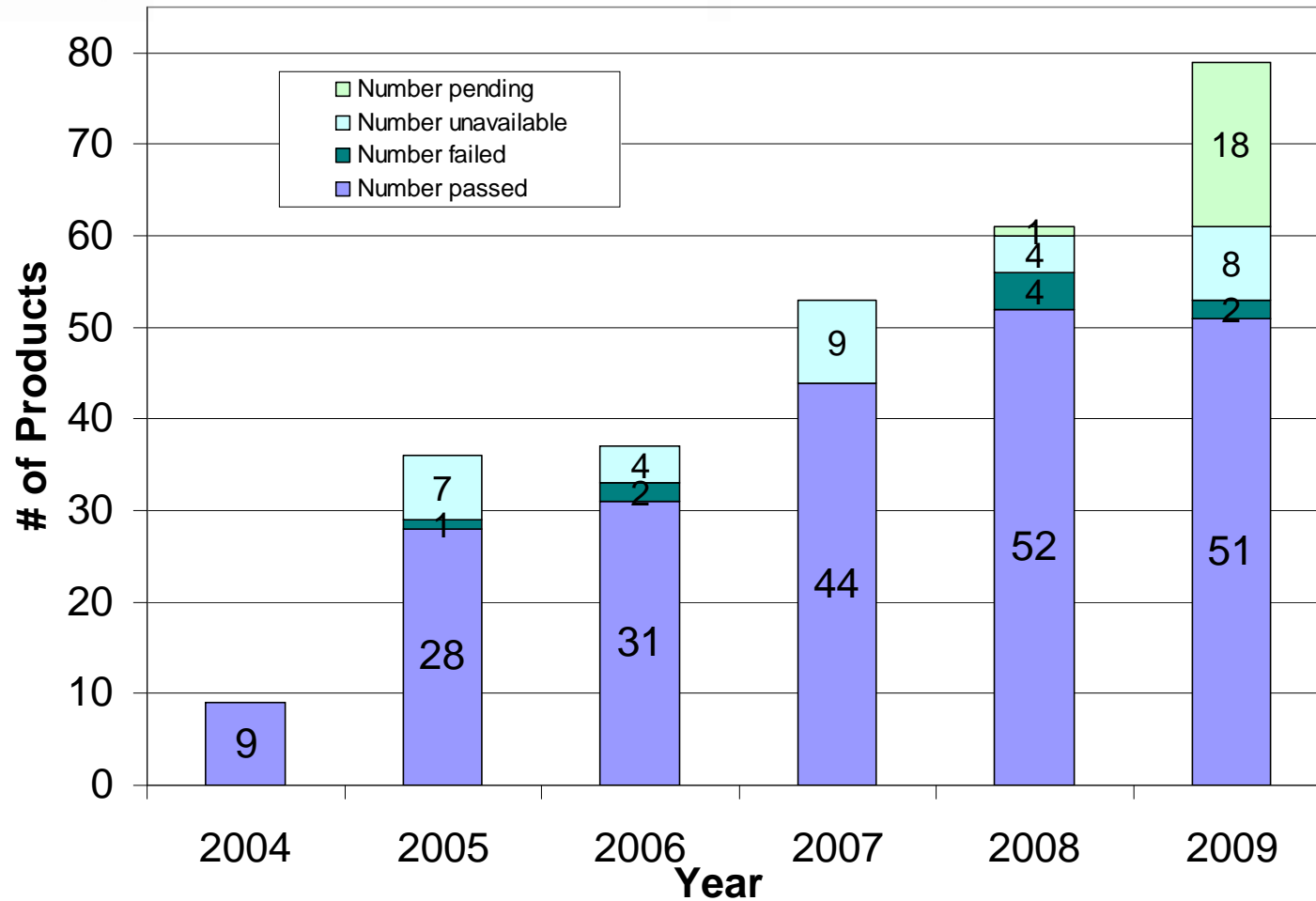
2009 Random Testing Report

- **79 Products Selected**
 - **61 complete**
 - 51 passed
 - 8 discontinued / not available
 - 2 failed and terminated
 - **18 in process**
 - 5 being collected from contractor / distributors
 - 3 awaiting 3rd party retrieval
 - 1 sample received
 - 1 failed and awaiting retest
 - 8 awaiting results from AITL





Random Testing History





2010 Random Testing

- 93 products selected
- Awaiting renewed retrieval contracts with UL and Intertek



Strategic Plan Update

Strategic Planning process kicked off	July 2008
Planning Committee formed	September 2008
BOD approved the CRRC Vision Statement	November 2008
Planning Committee presented final draft version to the BOD	June 2009
Final BOD approved Plan	February 2010



Strategic Planning Committee Members

Mike Ennis, Strategic Planning Committee Chairman

Hashem Akbari

Tom Meyer

Payam Bozorgchami

Jim Leonard

Andre Desjarlais

Rick Olson

Dick Gillenwater

Don Portfolio

Tim Kersey

Tom Smith

Frank Klink

Peter Turnbull

Scott Kriner

Nick Zigelbaum



Vision Statement

The Cool Roof Rating Council (CRRC) will be the foremost internationally referenced radiative surface rating and educational organization.



Strategic Plan

Plan to Improve the Existing CRRC Program

Moving Forward

Plan for International Expansion

Pending DOE funds and direction

Expansion Plan to Rate Walls

Pending CRRC Membership approval

Expansion to Rate Whole Roof Systems

On hold to consider

Expansion to Provide an Environmental Impact Assessment

On hold to consider



Questions

