



# Annual Membership Meeting

Peppermill Hotel & Resort  
Reno, Nevada  
June 17, 2009

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# 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

- Staff Changes
- Growth Report
- Marketing Update
- Codes and Programs
- Random Testing
- ANSI Update
- Strategic Plan Update



## 2008-2009 Staff Changes

### CRRC Administrative Manager

Stephanie Stern ⇒ Sherry Hao

### Media & Communications Coordinator

Michelle van Tijen ⇒ Julie Guyenet

### Random Testing & Renewals & IT work

Kathleen Phu ⇒ New CRRC Associate

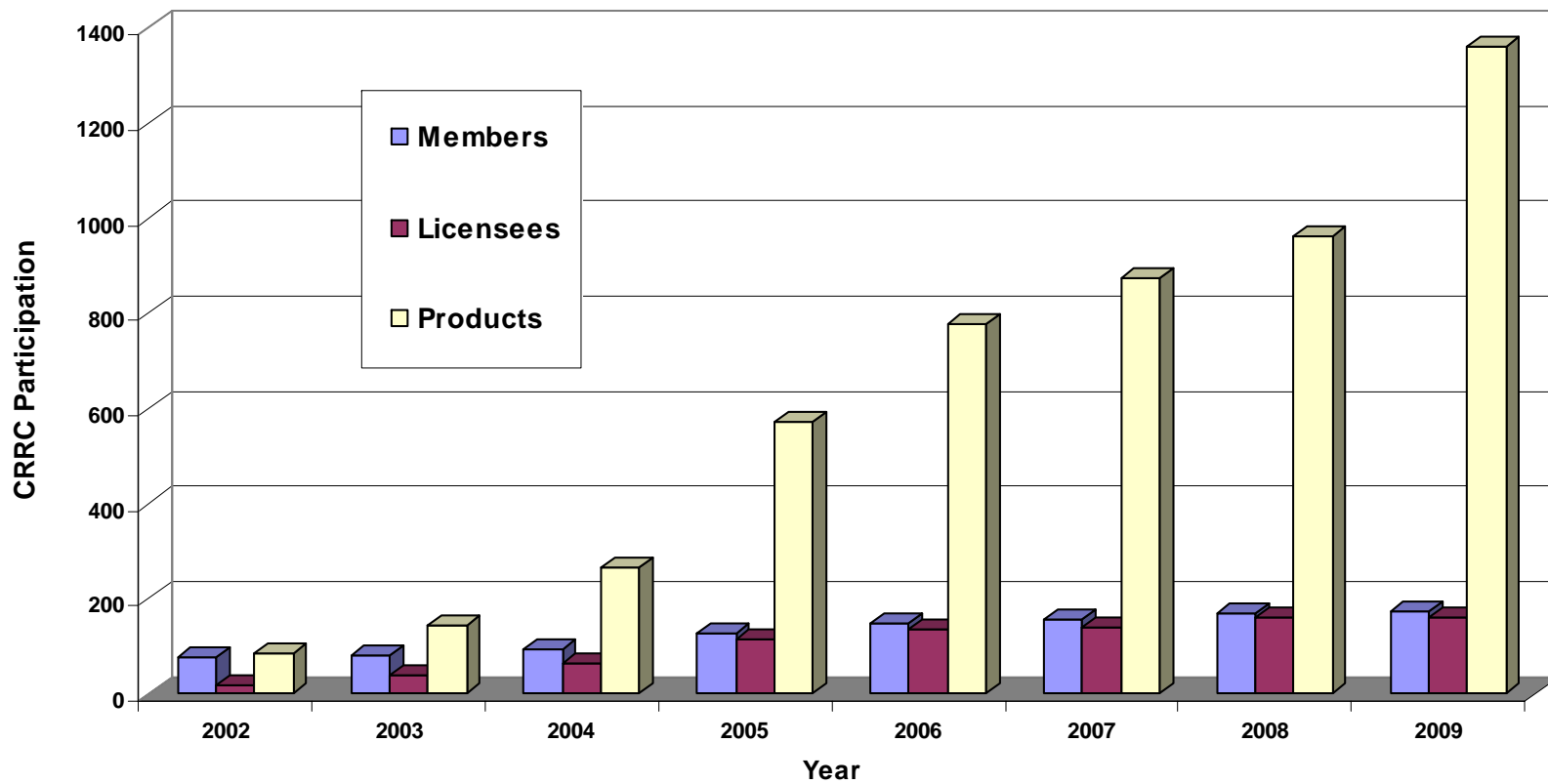
### Applications Processing

Dave Sprowls ⇒ Melissa Rissman



# Growth Report

**Members 172 Licensees 162 Products 1361**





# Marketing Update

## Outreach Activities 2008 -2009

- Tradeshows
- Newsletters
- Publications
- Presentations



# Tradeshows (2008-09)

**West Coast Green**  
September 2008  
San Jose, CA

**Greenbuild**  
November 2008  
Boston, MA

**International Roofing Expo**  
February 2009  
Las Vegas, NV



**Roofing Contractors Institute**  
March 2009  
Dallas, TX

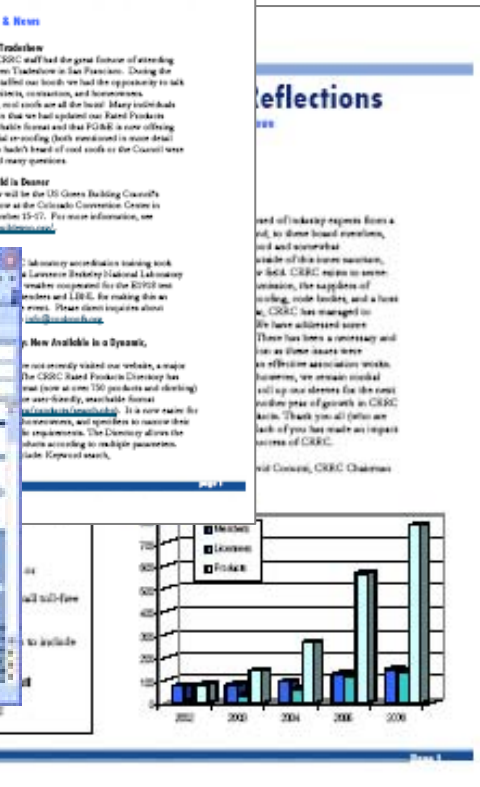
**AIA Tradeshaw**  
May 2009  
San Francisco, CA

**WSRCA Tradeshaw**  
June 2009  
Reno, NV



# Newsletters

- Distributed 'Roofing Reflections' Winter, Spring, Summer and Fall of 2008
- Email & Website posting
- Next issue – July 2009







## Publications 2008-09

- Article published in Polish in the Izolacje magazine (Feb 2009)
- Article published in Chinese & English in the GreenArch magazine (1<sup>st</sup> Quarter 2009 – Volume 8)
- Upcoming: article in Interface magazine (August 09)
- Upcoming: article in Roofing Contractor magazine (Sept 09) also to be published in Environmental Design & Construction and Sustainable Facility



## Publications 2008-09

- Continuing Education Course in GreenSource & on McGraw Hill CEC (April 2009) AIA & RCI approved

McGraw Hill  
CONSTRUCTION Continuing Education Center 

- Published Ecostructure Letter to the Editor in response to Tom Hutchinson article “Challenging What’s Cool: Is the Exponential Growth of Cool Roofing an Impending Catastrophe”
- Currently receiving much press on cool roofing



## Presentations 2008-09

- LBNL Urban Heat Island Conference – Sept 08
- Metal Coating Association (MCA) – Jan 09
- Tile Roofing Institute (TRI) Spring Forum – April 09
- International presentations
  - Jordan (Sept 08)
  - India (Dec 08)
  - China (March 09)



# Codes and Programs

Comments submitted regarding:

- LEED 2009
- ICC-ES Evaluation Guideline for Determination of Solar Reflectance Index and Thermal Emittance Value of Roof Covering Materials



# Random Testing

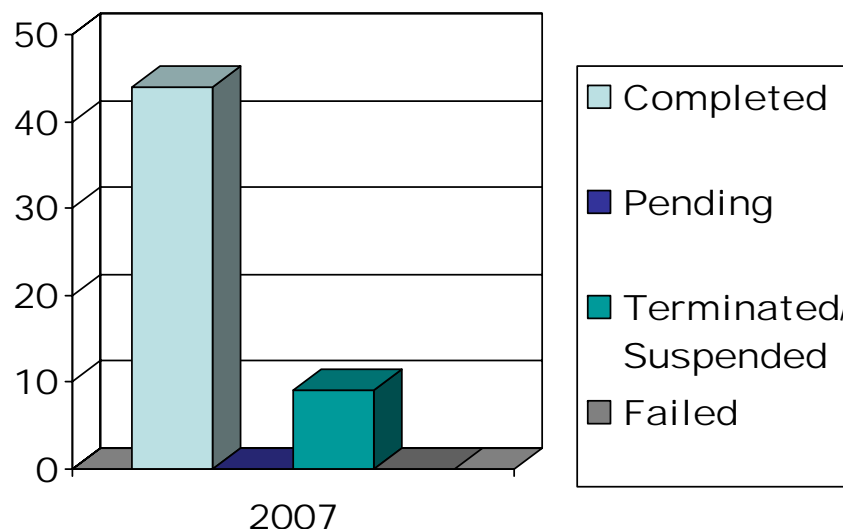
- Important to CRRC's mission to provide accurate radiative property data
- California Energy Commission's Title 24 references CRRC as the sole supervisory entity for cool roof ratings



# 2007 Random Testing Report

- **53 Products selected**

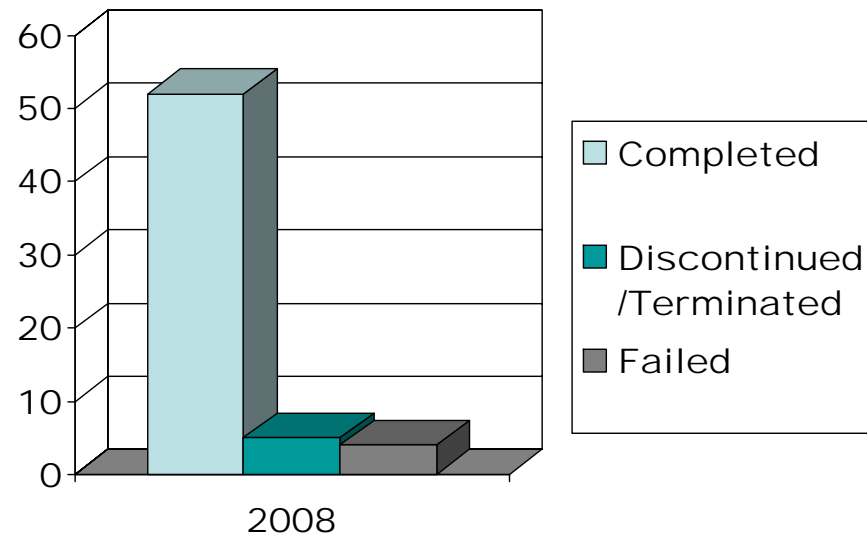
- 44 passed
- 6 discontinued (terminated)
- 3 unavailable (suspended until product is available)





# 2008 Random Testing Report

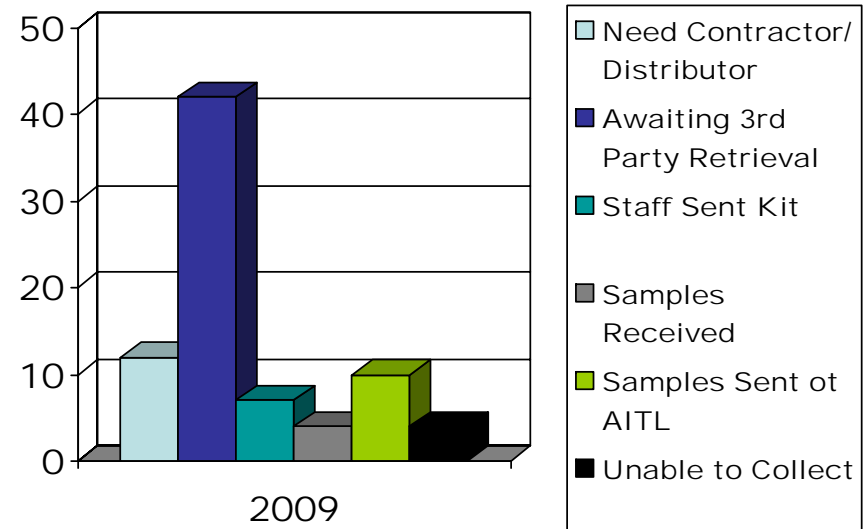
- **61 Products selected**
  - 52 passed
  - 5 discontinued products (terminated)
  - 4 failed





# 2009 Random Testing Report

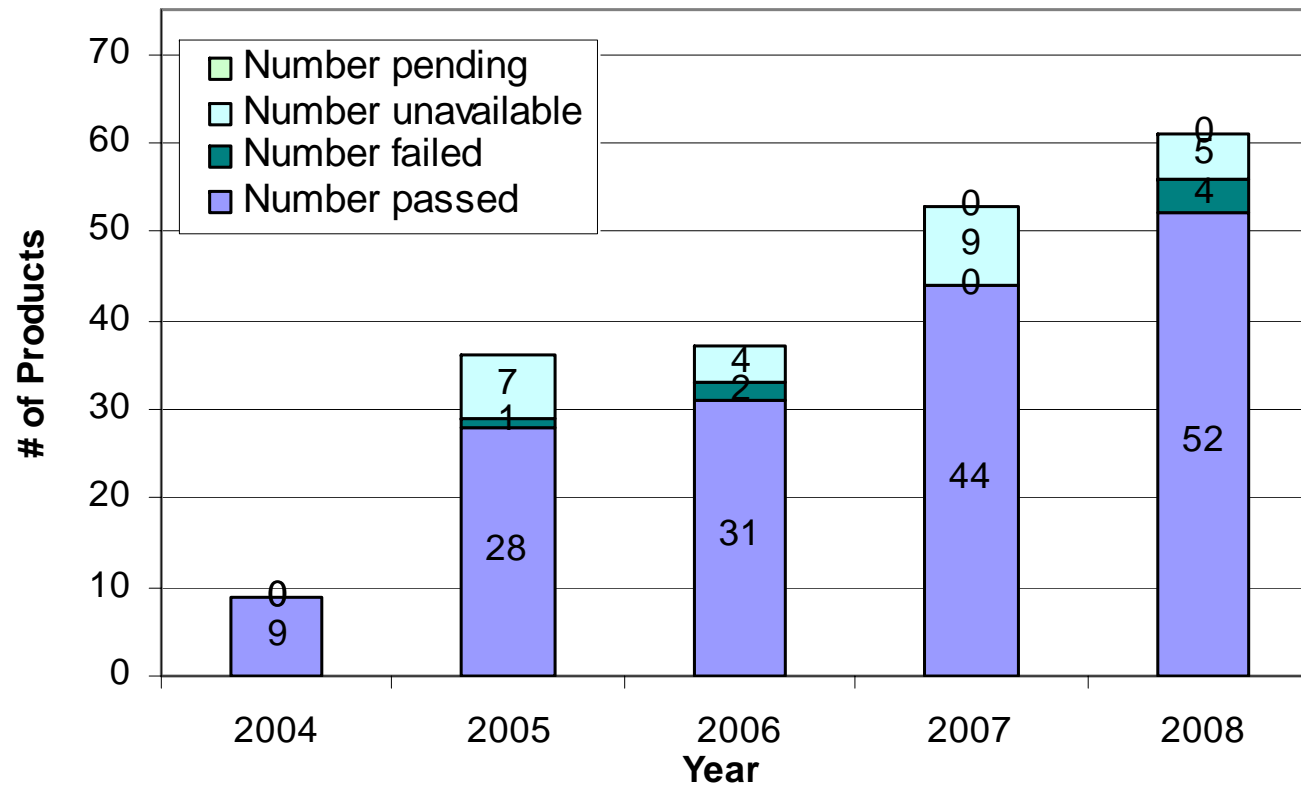
- **79 Products selected**
  - 12 awaiting Contractor / Distributor
  - 42 awaiting 3<sup>rd</sup> Party Retrieval
  - 7 Sampling Kits sent
  - 4 pending testing
  - 10 awaiting results
  - 4 discontinued / terminated







# Random Testing History





## ANSI Update

Overview of the process of the  
CRRC-1 Standard to become an  
American National Standard

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# Background Information

- **What is the CRRC-1 Standard?**

The CRRC-1 Standard is a standard for the measurement of initial and aged solar reflectance and thermal emittance of roofing products. It is the portion of the CRRC's Program Manual that describes sample preparation and testing procedures.

- **What is ANSI?**

The [American National Standards Institute](#) (ANSI) is a distinguished non-profit organization that coordinates the development of voluntary consensus standards through its Essential Requirements, which require the process for standards development to be fair, open, and balanced.

The CRRC become an Accredited Standards Developer and is undergoing consensus review of its standard as part of the organization's commitment to have a fair and open process for standards development.



# Brief Overview of Process

Date	Step
September 2007	CRRC became ANSI Accredited Standards Developer
September 2007-January 2008	CRRC ANSI Standard committee met to develop the CRRC-1 Standard
January 16, 2008	CRRC-1 Standard Draft Presented to CRRC BOD
October 13- December 8,2008	1 <sup>st</sup> Public Comment Period and Consensus Body Review
January 2009	Consensus Body Review of Comments. Significant Changes made to the CRRC-1 Standard.
April 14 through May 28, 2009	2 <sup>nd</sup> Public Comment Period and Consensus Body Review on Significant Changes
June 12, 2009	Consensus Body Review of Comments and Vote to Approve Standard



# Next Steps

Date	Step
June 19- July 20, 2009	Opportunity for Consensus Body Members with a “NO” vote to appeal
July 31, 2009	Consensus Body: Consensus Achievement
September 2009 BOD Meeting	Board Vote for Approval of CRRC-1 Standard
October 2009	Submit the CRRC-1 Standard to ANSI to become an American National Standard



# 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
Anticipate final BOD approved Plan	Fall 2009



# 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.