



Annual Membership Meeting

Reno, Nevada
June 13, 2013



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

**Reno, Nevada
June 13, 2013**

- Board Update
- Growth Report
- CRRC Rating Program Update
- ES-CRRC Program Update
- Marketing Update
- Random Testing



Board Update

2012-2013 Board Members

Class A Members

Lynne Christensen, CSSB

George Daisey, Dow
Chemical Co.

Mike Ennis, SPRI

Darrel Higgs, ARMA

Rick Olson, TRI

Mark Thimons, AISI

Class B Members

Payam Bozorgchami, CEC

Phil Dregger, RCI – Technical
Roof Services, Inc.

Jim Hoff, CEIR

Bipin Shah, Winbuild, Inc.

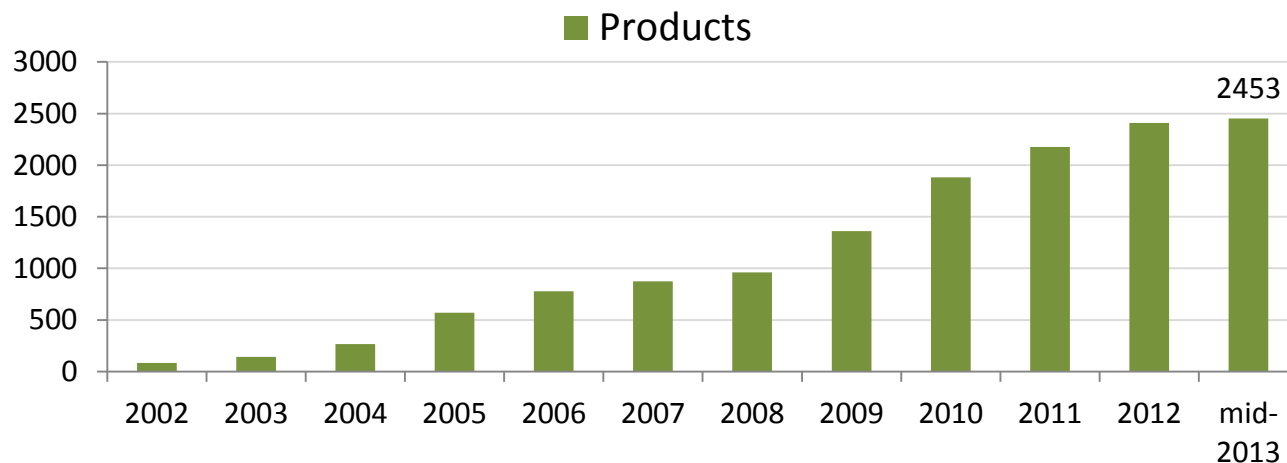
Peter Turnbull, PG&E

Board Officers

Board Office Positions	June 2012 - June 2013
Chair	Mike Ennis
Vice Chair	Rick Olson
Treasurer	George Daisey
Secretary	Lynne Christensen



Program Growth



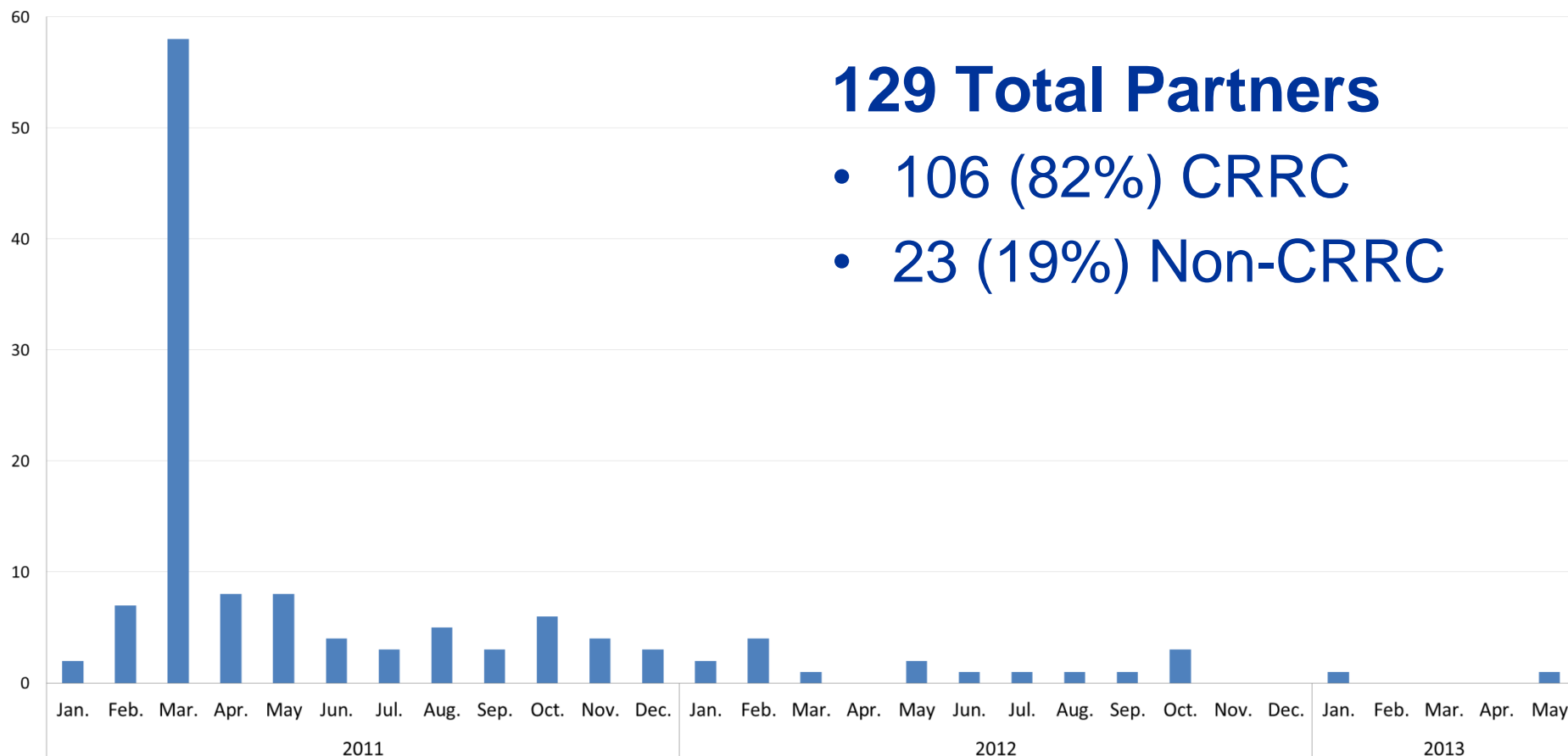


Rating Program Updates

- Updated the AITL/TF Remedial Action Process
- OM-OM-LS product references are now allowed
- Inactive products must be retested to be reactivated
- The Product Rating Program product type categories were updated
 - Implemented with the new website

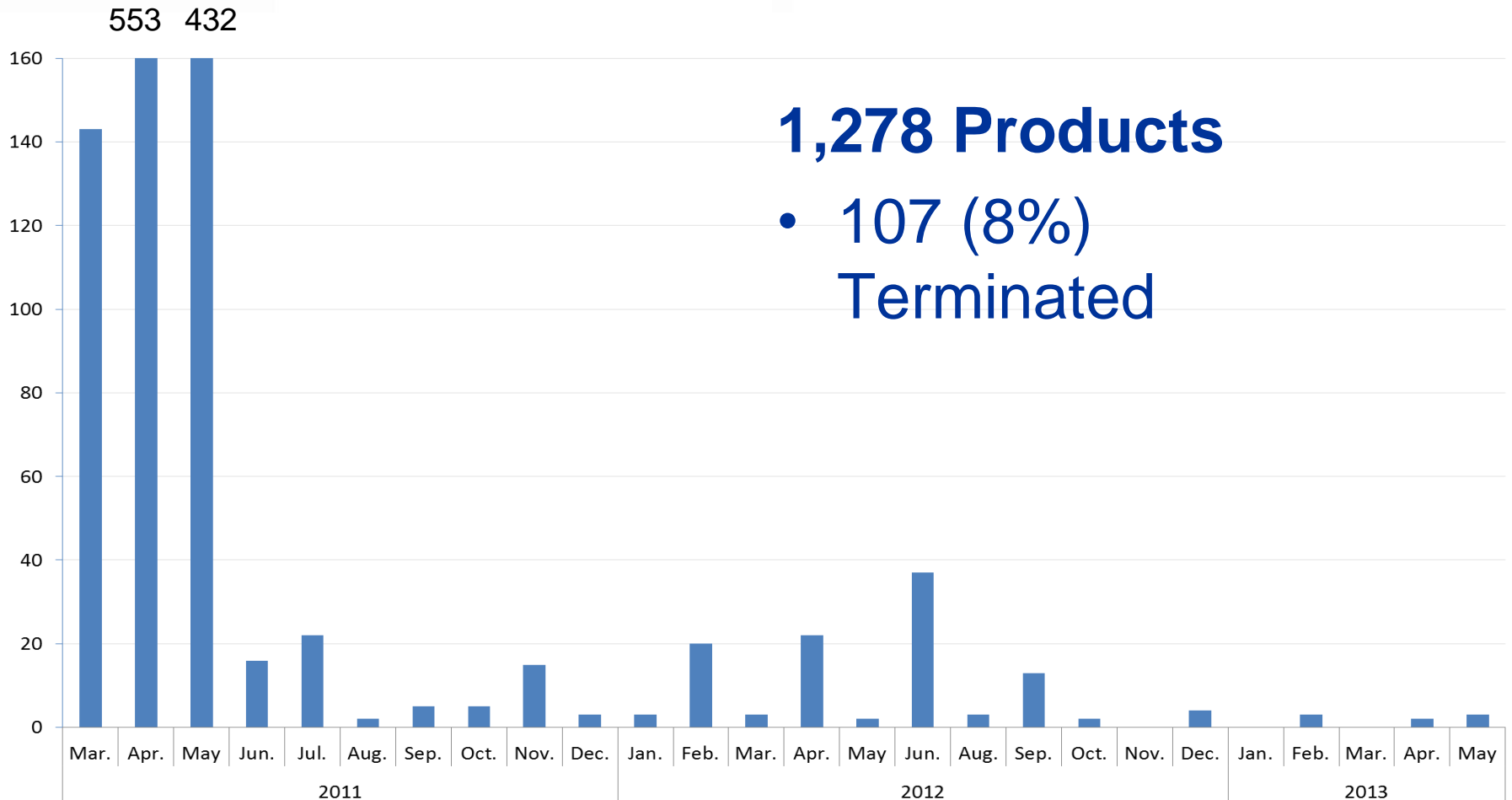


ES-CRRC Partners



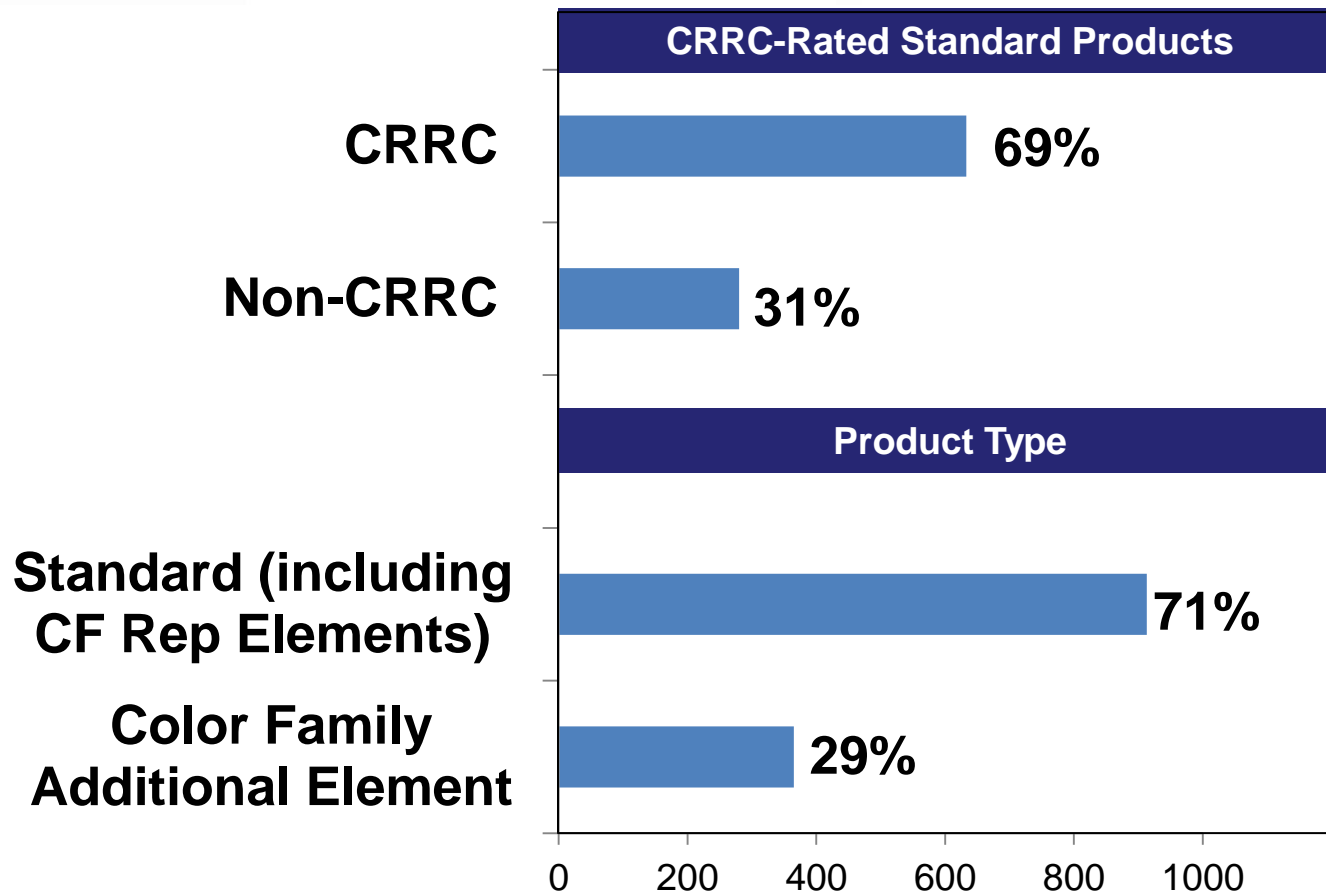


ES-CRRC Certified Products





ES-CRRC Certified Products



ES-CRRC Updates

- ISO/IEC Guide 65 Accreditation
 - Reaffirmed accreditation January 31st
 - Fall 2013: Re-accreditation to ISO/IEC Guide 17065
- 2nd Renewals cycle (payments due July 31st)

Status	Number of Partners
Collected	99
Unpaid	18
Terminated	1
TOTAL	118

Verification Testing

- For the ES-CRRC, products are collected using the same procedures as CRRC Random Testing
- Products cannot be below 5% of minimum EPA requirements:

Characteristic	Performance Specification
Low-Slope Roof Products - Initial Solar Reflectance	≥ 0.65
Low-Slope Roof Products - Aged Solar Reflectance	≥ 0.50
Steep-Slope Roof Products - Initial Solar Reflectance	≥ 0.25
Steep-Slope Roof Products - Aged Solar Reflectance	≥ 0.15



Verification Testing Report

2012

87 Products

- 43 Selected By EPA
- 44 Selected through Random Testing
 - 45 Passed
 - 41 Collection in Process
 - 1 Failed

2013

92 Products

- 28 Selected By EPA
- 64 Selected through Random Testing
 - Collection in Process



Outreach Activities

2012-2013

- Tradeshows
- Newsletters
- Press Releases
- Publications
- Presentations
- Social Media
- Website Redesign



CRRRC Tradeshows

COOL ROOF
RATING COUNCIL®



A NEW ANGLE FOR EVERY BUSINESS

SAN ANTONIO 2013

Exhibits & Conference:

February 5-7, 2013

Henry B. Gonzalez Convention Center
San Antonio, Texas USA



Exhibit 2 - Annual Membership Meeting 2013

Newsletters

- “Roofing Reflections”
- Email & Website posting
- Distributed twice a year
- Added new section highlighting recently joined members
- Next issue – November 2013

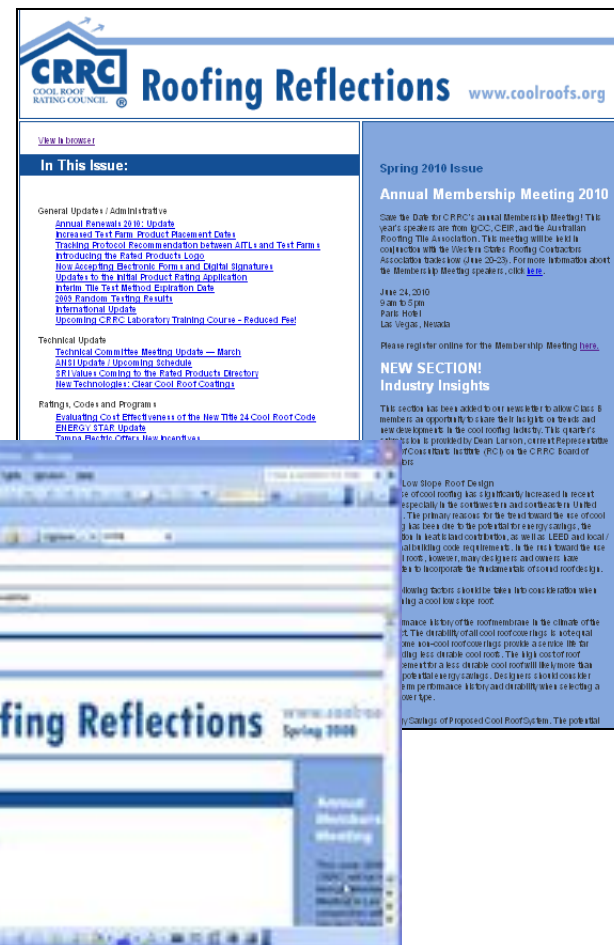


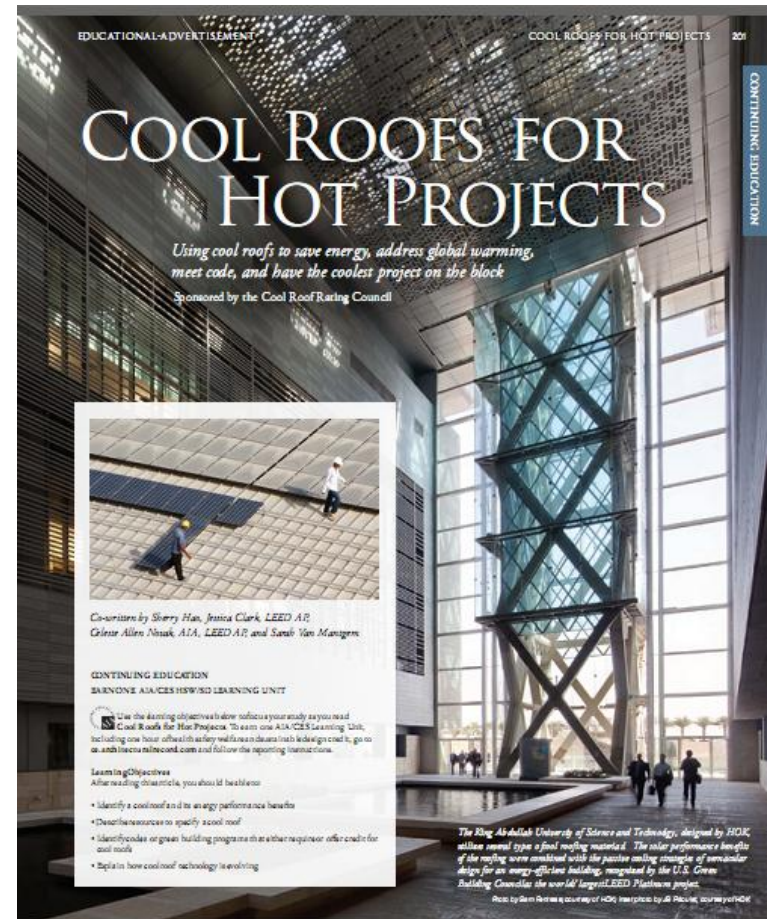
Exhibit 2 - Annual Membership Meeting 2013

Continuing Education Course

May 2011 – May 2013

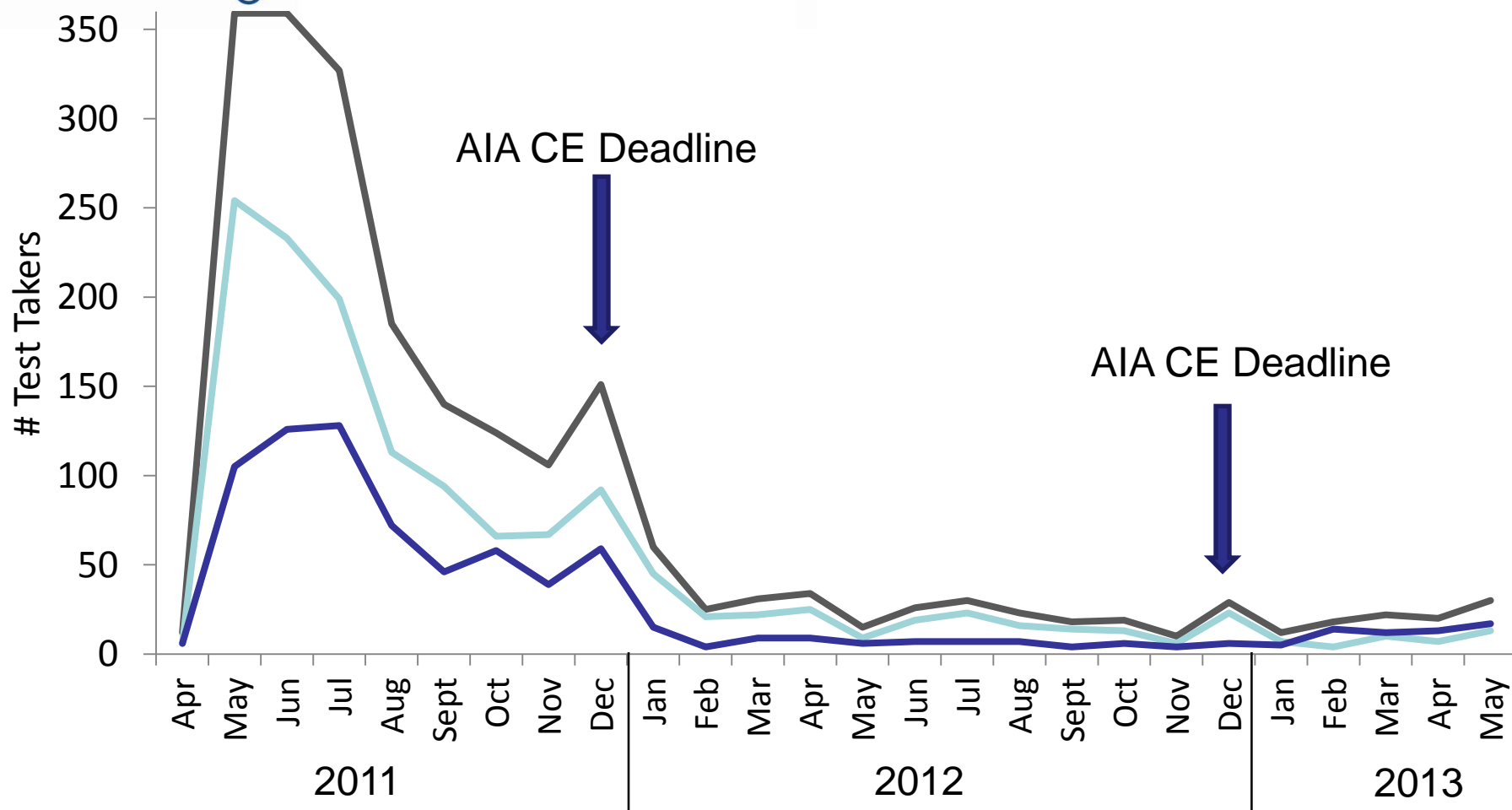
Course stats

- Viewed online 145,589 times
- 2,185 took the online test



CEU Test Takers

— Total Test Takers — AIA Test Takers — Non-AIA Test Takers







Presentations & Articles

Event	Date	City
International Roof Coatings Conference (IRCC)	Jul 2012	Baltimore
Florida Facilities Today	Jan 2013	<i>article</i>
International Roofing Expo (IRE)	Feb 2013	San Antonio
Reflective Roof Coatings Institute (RRCI) Annual Meeting	Feb 2013	San Antonio
Hot City, Cool Roof Conference	Mar 2013	Los Angeles
Roof Consultants Institute (RCI)	Mar 2013	Orlando



Social Media

Online Activity 2013 YTD

-  – 164 Facebook Likes
-  – 220 unique users during week website was launched
-  – 142 Twitter Followers
-  – LinkedIn page



Released April 2013



HOME

ABOUT CRRC

RESOURCES

MEMBERS

PRODUCT RATING

RATED PRODUCTS DIRECTORY

The Cool Roof Rating Council was created in 1998 to develop accurate and credible methods for evaluating and labeling the solar reflectance and thermal emittance (radiative properties) of roofing products and to disseminate the information to all interested parties.



FIND RATED
PRODUCTS



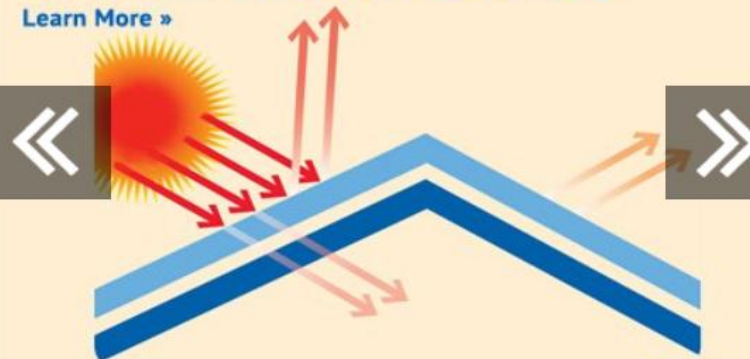
RESOURCES



BECOME A
MEMBER

COOL ROOFS 101

[Learn More »](#)



LATEST NEWS

Welcome to the new CRRC website

The CRRC is proud to announce its new and improved website. Take a moment to learn about all of the new

SEARCH OUR SITE



- Key component of 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



2013 Random Testing

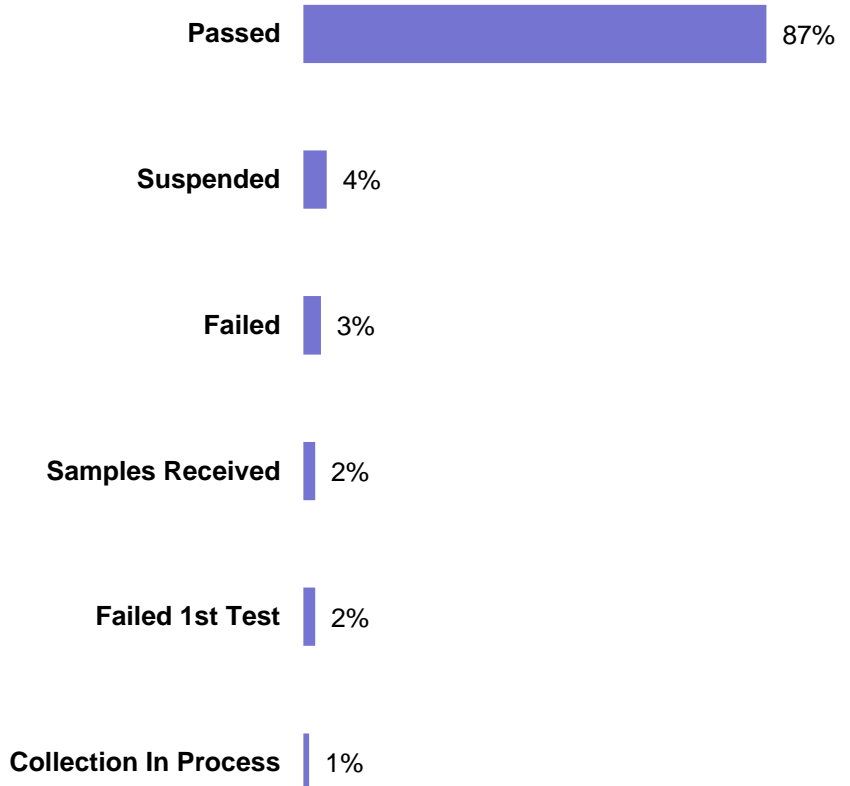
- Board reduced selection from 10% to 7.7% of LS products selected.
 - Feedback during ISO Guide 65 Accreditation to reduce percent of products selected
 - 7.7% maintains high level of statistical significance



2010 Random Testing Report

92 Products

- 80 Passed
- 1 Collection in Process
- 2 Samples Received
- 2 Failed 1st Test
- 4 Suspended
- 3 Failed

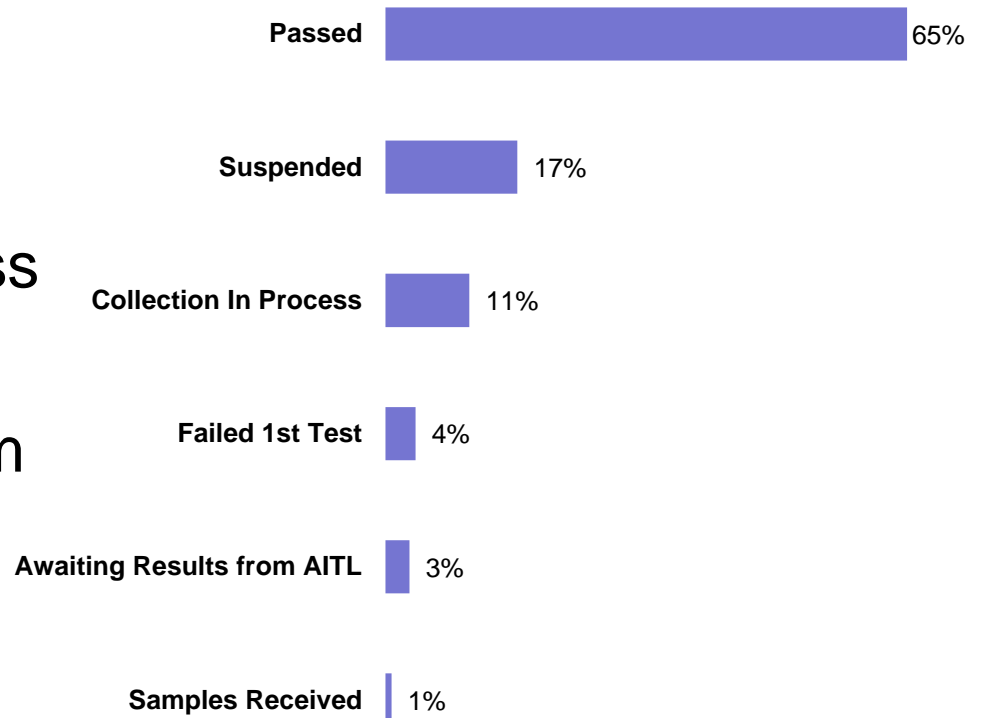




2011 Random Testing Report

133 Products

- 87 Passed
- 14 Collection in Process
- 1 Sample Received
- 4 Awaiting Results from AITL
- 5 Failed 1st Test
- 22 Suspended

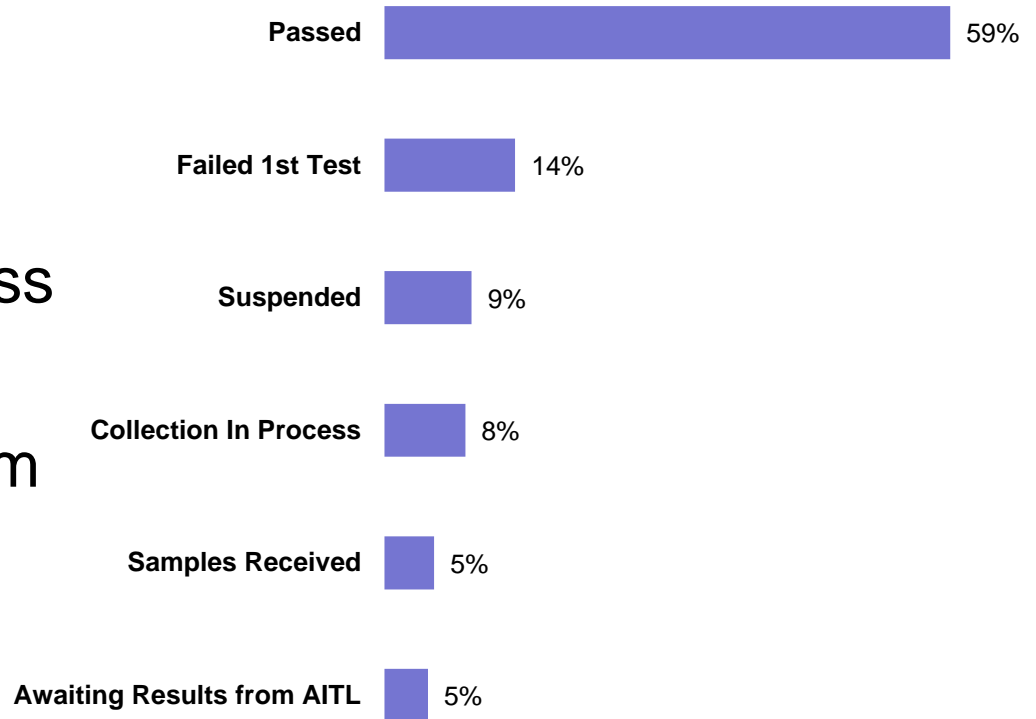




2012 Random Testing Report

154 Products

- 91 Completed
- 13 Collection in Process
- 8 Samples Received
- 7 Awaiting Results from AITL
- 21 Failed 1st Test
- 14 Suspended

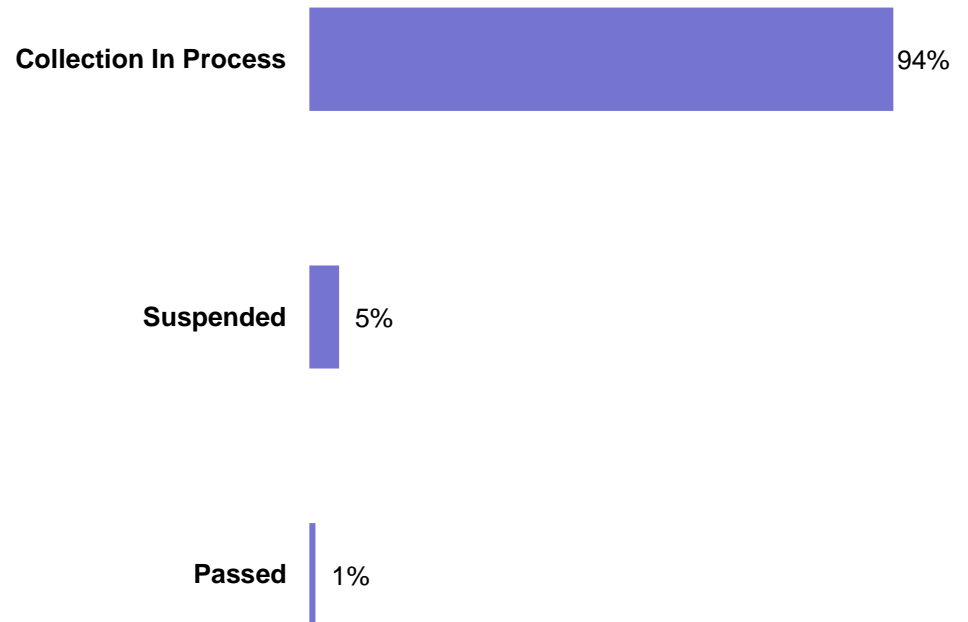




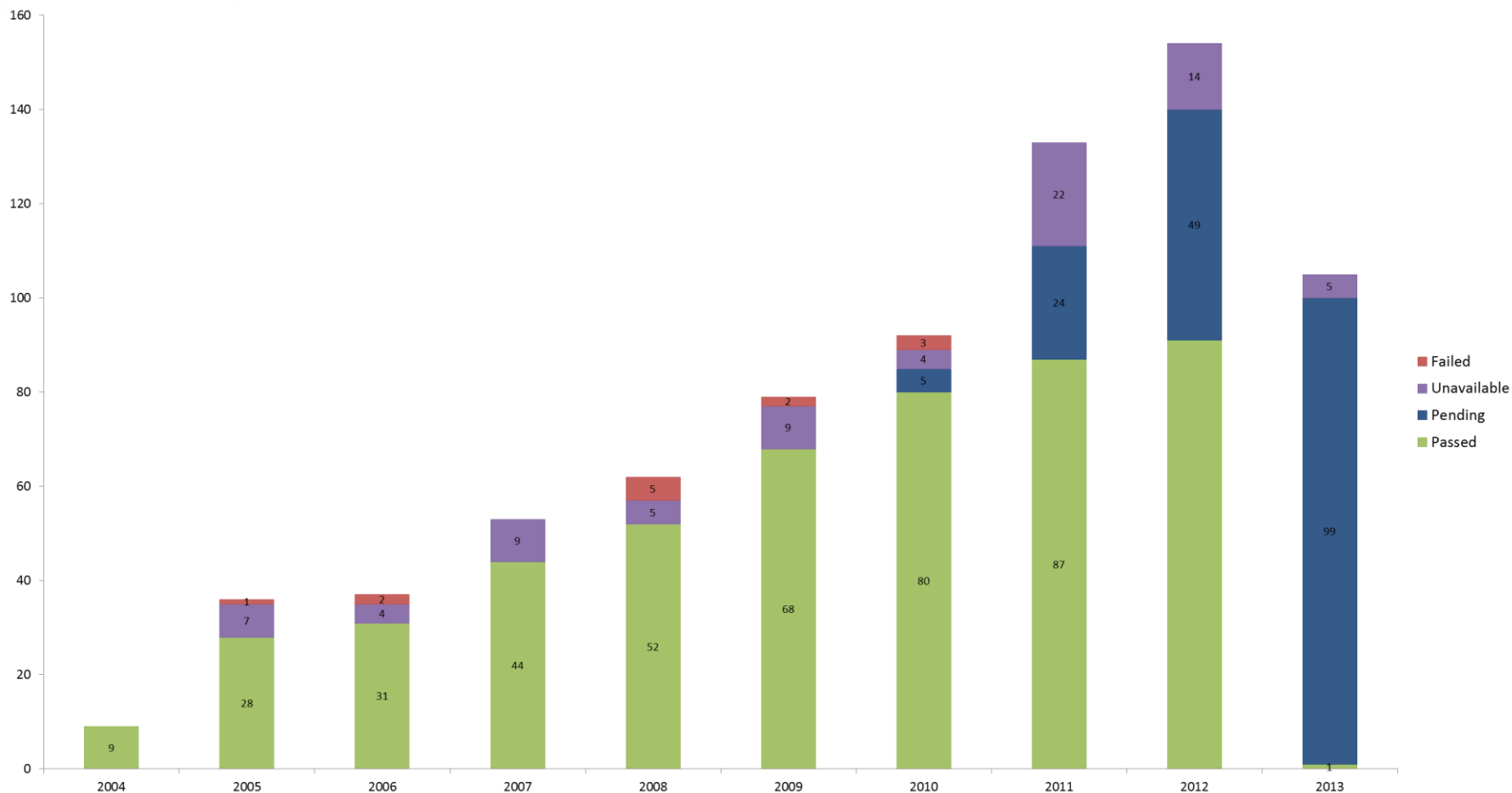
2013 Random Testing Report

104 Products

- 98 Being Collected
- 1 Complete
- 5 Suspended



Random Testing History





Questions

