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
Overview

• 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

<table>
<thead>
<tr>
<th>Board Office Positions</th>
<th>June 2012 - June 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair</td>
<td>Mike Ennis</td>
</tr>
<tr>
<td>Vice Chair</td>
<td>Rick Olson</td>
</tr>
<tr>
<td>Treasurer</td>
<td>George Daisey</td>
</tr>
<tr>
<td>Secretary</td>
<td>Lynne Christensen</td>
</tr>
</tbody>
</table>
Program Growth

![Bar chart showing Program Growth from 2002 to mid-2013 for Members, Licensees, and Products.]

- **Members**
  - 2002: 45
  - 2003: 50
  - 2004: 75
  - 2005: 100
  - 2006: 150
  - 2007: 200
  - 2008: 250
  - 2009: 209
  - 2010: 209
  - 2011: 209
  - 2012: 209
  - Mid-2013: 199

- **Licensees**
  - 2002: 1
  - 2003: 1
  - 2004: 3
  - 2005: 5
  - 2006: 9
  - 2007: 13
  - 2008: 17
  - 2009: 20
  - 2010: 20
  - 2011: 20
  - 2012: 20
  - Mid-2013: 20

- **Products**
  - 2002: 4
  - 2003: 5
  - 2004: 10
  - 2005: 15
  - 2006: 20
  - 2007: 25
  - 2008: 30
  - 2009: 40
  - 2010: 50
  - 2011: 60
  - 2012: 70
  - Mid-2013: 2453
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

129 Total Partners

- 106 (82%) CRRC
- 23 (19%) Non-CRRC
ES-CRRC Certified Products

1,278 Products
- 107 (8\%) Terminated
ES-CRRC Certified Products

CRRC-Rated Standard Products

CRRC: 69%
Non-CRRC: 31%

Product Type

Standard (including CF Rep Elements): 71%
Color Family Additional Element: 29%
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)

<table>
<thead>
<tr>
<th>Status</th>
<th>Number of Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collected</td>
<td>99</td>
</tr>
<tr>
<td>Unpaid</td>
<td>18</td>
</tr>
<tr>
<td>Terminated</td>
<td>1</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>118</strong></td>
</tr>
</tbody>
</table>
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:

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Performance Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low-Slope Roof Products - Initial Solar Reflectance</td>
<td>≥ 0.65</td>
</tr>
<tr>
<td>Low-Slope Roof Products - Aged Solar Reflectance</td>
<td>≥ 0.50</td>
</tr>
<tr>
<td>Steep-Slope Roof Products - Initial Solar Reflectance</td>
<td>≥ 0.25</td>
</tr>
<tr>
<td>Steep-Slope Roof Products - Aged Solar Reflectance</td>
<td>≥ 0.15</td>
</tr>
</tbody>
</table>
# Verification Testing Report

<table>
<thead>
<tr>
<th>Year</th>
<th>Products</th>
<th>Selected by EPA</th>
<th>Selected through Random Testing</th>
<th>Passed</th>
<th>Collection in Process</th>
<th>Failed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>87</td>
<td>43</td>
<td>44</td>
<td>45</td>
<td>41</td>
<td>1</td>
</tr>
<tr>
<td>2013</td>
<td>92</td>
<td>28</td>
<td>64</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Outreach Activities
2012-2013

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

GREENBUILD®
International Conference and Expo
San Francisco 2012 Expo: Nov. 14-15
Conference: Nov. 14-16

A NEW ANGLE
For Every Business

San Antonio 2013
Exhibits & Conference:
February 5-7, 2013
Henry B. Gonzalez Convention Center
San Antonio, Texas USA
Newsletters

• “Roofing Reflections”
• Email & Website posting
• Distributed twice a year
• Added new section highlighting recently joined members

• Next issue – November 2013
Continuing Education Course

May 2011 – May 2013

Course stats

- Viewed online 145,589 times
- 2,185 took the online test
<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Roof Coatings Conference (IRCC)</td>
<td>Jul 2012</td>
<td>Baltimore</td>
</tr>
<tr>
<td>Florida Facilities Today</td>
<td>Jan 2013</td>
<td>article</td>
</tr>
<tr>
<td>International Roofing Expo (IRE)</td>
<td>Feb 2013</td>
<td>San Antonio</td>
</tr>
<tr>
<td>Reflective Roof Coatings Institute (RRCI) Annual Meeting</td>
<td>Feb 2013</td>
<td>San Antonio</td>
</tr>
<tr>
<td>Hot City, Cool Roof Conference</td>
<td>Mar 2013</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>Roof Consultants Institute (RCI)</td>
<td>Mar 2013</td>
<td>Orlando</td>
</tr>
</tbody>
</table>
Social Media

Online Activity 2013 YTD

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

- 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 1\textsuperscript{st} 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
104 Products
• 98 Being Collected
• 1 Complete
• 5 Suspended
Questions