Annual Membership Meeting

Marriott Crystal Gateway
June 8, 2007
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

• Growth Report
• CRRC-1 Changes
• Logo Use
• Test Farm Update
• Directory Upgrade
• Aged Testing
• Random Testing
• Marketing Update
Growth Report

• Members 156
• Licensees 139
• Products 874
CRRC-1 Changes

• Section 2.5.2: removed product preparation instructions (moved to section 3.5)

• Section 3.5: added product preparation instructions
  – CRRC Test Method 1
Logo Use
Member Logos

COOL ROOF RATING COUNCIL

CRRC

COOL ROOF RATING COUNCIL

MEMBER

COOL ROOF RATING COUNCIL

MEMBER

COOL ROOF RATING COUNCIL

MEMBER
Charter Member Logos
• Use of the Member Logo is limited to CRRC Members that are in good standing

• Only Charter Members may use the Charter Member version of the logo.
How Can the CRRC Member Logo Be Used?

• On company letterheads, website, correspondence and corporate promotional materials to indicate Membership in the Council.

• Members shall not use the Member Logo on any product or product packaging.

• The Member Logo may not be used in any manner that suggests or implies that the Council has certified any product or practice.
Q: Can I use the Member Logo on the product promotional materials?

A: Yes, but only when the Logo is positioned in such a way that it meets the following criteria:
Our Roof is the Best!
(Or other catchy slogan)

Only with UltraReflect can you achieve this remarkable degree of reflectivity.

UltraReflect is rated by the CRRC and is Title 24 compliant.

- Grouped with corporate or member logos, *not* certification marks
- Placed in one of the document’s surrounding margins
- Clearly separate from any reference to products
- Cannot be misconstrued as an endorsement or suggested CRRC rating of the product
Q: *Can I use the CRRC Logo in product specification materials?*

A: No, only the *CRRC Product Label* may be used in product specification materials, according to the guidelines set forth in (CRRC-1).
## CRRC Product Label

<table>
<thead>
<tr>
<th></th>
<th>Initial</th>
<th>Weathered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solar Reflectance</td>
<td>0.00</td>
<td>Pending</td>
</tr>
<tr>
<td>Thermal Emittance</td>
<td>0.00</td>
<td>Pending</td>
</tr>
</tbody>
</table>

- Rated Product ID Number: [__ __ __ __]  
- Licensed Seller ID Number: [__ __ __ __]  
- Classification: Production Line

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.
For more information or to obtain electronic files containing the appropriate version of the CRRC Logo, please contact the CRRC at:

info@coolroofs.org
Test Farm Update

- Consistency Testing results affirmed additional Test Farms
- Board agreed to allow additional Test Farms and to allow Test Farms to become AITLs
- Revised Test Farm Agreement and New Application
Product Directory Upgrade

- As of October 2006 switched to a searchable format
- Easier to find products
- Positive feedback from users
- Still updated every two weeks
Rated Products Directory [show all products]
(last updated 18 May 2007 18:33 EDT)

Keywords:

Product Type:
- All
- Selected:
  - Built-up Roofing (incl asphalt and coal tar pitch)
  - Factory-Applied Coating
  - Field-Applied Coating
  - Metal
  - Modified Bitumen
  - Shingles or Shakes
  - Single-Ply-Thermoplastic
  - Single-Ply-Thermoset
  - Tile or Slate
  - Other

Product Sold To:
- All Markets
- End-User
- Roofing Manufacturer

About California Title 24
About USGBC's LEED
Search Form (cont.)

Product Sold To:  
- All Markets  
- End-User  
- Roofing Manufacturer  

Manufacturer:  
- ALL (121)  

Brand:  
- ALL (332)  

Model:  
- ALL (680)  

Min. Solar Reflectance:  
- (between 0 and 1.0)  

Min. Thermal Emittance:  
- (between 0 and 1.0)  

Slope:  
- All Products  
- Low (≤ 2:12)  
- Steep (> 2:12)  

CRRC Product ID:  

Please note: This is a directory of all rated products. Inclusion in this directory does not imply that the product meets any program or code requirements. You must check your local building code requirements to ensure compliance.

[Buttons: Reset, Search]
<table>
<thead>
<tr>
<th>CRRC Prod ID</th>
<th>Manufacturer Information</th>
<th>Brand</th>
<th>Model</th>
<th>Product Type</th>
<th>Solar Reflect. init</th>
<th>Therm Emittance init</th>
<th>Slope Application</th>
</tr>
</thead>
<tbody>
<tr>
<td>0608-0001</td>
<td>Firestone Building Products LLC Carter Slusher (317-575-7117)</td>
<td>AcrylTop</td>
<td>PC-100 Gray</td>
<td>Field-Applied Coating</td>
<td>0.32</td>
<td>pending</td>
<td>0.88</td>
</tr>
<tr>
<td>0608-0002</td>
<td>Firestone Building Products LLC Carter Slusher (317-575-7117)</td>
<td>AcrylTop</td>
<td>PC-100 Tan</td>
<td>Field-Applied Coating</td>
<td>0.53</td>
<td>pending</td>
<td>0.88</td>
</tr>
<tr>
<td>0608-0003</td>
<td>Firestone Building Products LLC Carter Slusher (317-575-7117)</td>
<td>AcrylTop</td>
<td>PC-100 White</td>
<td>Field-Applied Coating</td>
<td>0.82</td>
<td>pending</td>
<td>0.87</td>
</tr>
<tr>
<td>0608-0004</td>
<td>Firestone Building Products LLC Carter Slusher</td>
<td>RubberGard</td>
<td>EPDM Black</td>
<td>Single-Ply-Thermoset</td>
<td>0.06</td>
<td>pending</td>
<td>0.82</td>
</tr>
</tbody>
</table>
Aged Testing

- 3-year Aged Testing requirement effective end of 2003
- First batch of products completed exposure March 2007
- Products will complete exposure every quarter
- Results added to Rated Products Directory
Aged Testing Process

• Test Farm and CRRC notifies Licensee
• Licensee coordinates with AITL and sends Test Results Report
• Test Farm sends product samples to AITL
• AITL measures aged properties and sends TRR back to Licensee
• Licensee completes Aged Product Rating Application and sends to CRRC
## Aged Product Rating Application

1730 E. 12th Street • Oakland, CA 94602 • Tel/ Fax (510) 893-2523 • E-mail (510) 442-4421 • www.crrc.org

The form should be used once a product has completed three-year weathering and a Test Results Report has been received from the ATTL. Please submit this form along with the Test Results Report for Aged Ratings and a completed Test Factor Notification to the CRRRC or an OM Rating Authority for the product that relies on an OM Product Rating.

### Key Field Descriptions:

1. **CRRC Licensed Seller/OEM Company Name:**

2. **Contact Name:**

3. **Company Address:**

4. **Email Address:**

5. **Phone Number:**

6. **CRRC Licensed Seller/OEM ID and Product ID:**

7. **Product Identification Information (as it appears on the CRRC Product Directory):**

   - **Product Name:**
   - **Model Name/Number:**

8. **Testing Results:**

   - **Standard Product**
   - **Color Family Group Representative Element**
   - **Initial Reault:**

9. **Reported Values:**

   - **SOLAR**
   - **Thermal**

10. **Laboratory ID (AAFA):**

11. **Lab Report ID (AAFA):**

12. **CRRC Color Family Name (from Table 1, Procedure 2):**

13. **Test Method Used:**

   - **BS 5909 Test Report:**
   - **BS 499 Test Report:**
   - **B 540 Test Report:**
   - **C 1371 Test Report:**
   - **CRRC-1 Method:**

14. **Sample Report:**

15. **Responsible Person’s Signature:**

16. **Responsible Person’s Name (Arial):**

### Notes:

- "Default" values only apply to Color Family Products (factory-applied metal coatings or factory-coated metal products that have been misapplied as Color Family Products).

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## AGED Test Results Report

1730 E. 12th Street • Oakland, CA 94602 • Tel/Fax (510) 893-2523 • E-mail (510) 442-4421 • www.crrc.org

**Section A: 1.12. Licensed Seller/OEM Manufacturer and Product Information (this section to be filled out by licensee prior to sending to Laboratory):**

1. **CRRC Licensed Seller/OEM Company:**

2. **Contact Name:**

3. **Company Address:**

4. **CRRC License Seller/OEM ID Number:**

5. **Email Address:**

6. **Phone Voice:**

7. **Product Brand Name and Model Name/Number:**

8. **Brief Description (incl. color):**

### Section B: 11-13. Accredited Independent Testing Laboratory AGED Test Results and Signature (this section to be filled out by ATTL only):**

9. **Laboratory Name:**

10. **Lab Report ID (AGED Ratings):**

11. **Tested Aged Radiant Properties:**

   - **Hot/Humid Climate Exposure**
   - **Cold/Dry Climate Exposure**

### Section C: 6-7. Sample Results:**

1. **Sample 1 Sample ADR:**

2. **Sample 2 Sample ADR:**

3. **Sample 3 Sample ADR:**

### Section D: 8-9. Sample Averages:**

1. **Averages for all test results (2 decimal places):**

### Section E: 10-11. Aged Reflectance and Thermal Resistance:**

**Date:**

**Annual Membership Meeting 2007**
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
2006 Random Testing Report

• 38 products tested in 2006
  – Up from 36 products in 2005 (small increase from ’05 due to lower % selected, not small number of new products)

• 31 passed
• 1 terminated or not yet available
• 4 pending
• 2 failed, Board is taking corrective action
• The CRRC contracted with Underwriters Laboratories to collect 20% of random testing samples from the manufacturing site.

• Prior to this, staff collected only through distributors and contractors.
Random Testing 2007

- 48 Products selected
- More collected through UL
- Too soon to report
Marketing Update

Outreach Activities 2006 -2007

- Tradeshows
- New Brochures
- Newsletters
- Publications
- Website
Past Tradeshows (2006 - 07)

WSRCA Tradeshow
June 2006,
Las Vegas, NV

West Coast Green
September, 2006,
San Francisco, CA

Greenbuild
November 2006,
Denver, CO

International Roofing Expo
March 2007,
Las Vegas, NV

Google Environmental Fair
April 2007,
Mountain View, CA

AIA Tradeshow
May 2007,
San Antonio, TX

Ecobuild America
May 2007,
Anaheim, CA
Upcoming Tradeshows ‘07

BOMA Office Building Show
July 22-24, 2007 New York City, NY

West Coast Green
September 20-22, 2007, San Francisco, CA

MetalCon
October 3-5, 2007, Las Vegas, NV

Greenbuild
November 7-9, 2007, Chicago, IL
New Brochures
Newsletters

- Distributed ‘Roofing Reflections’ Winter, Spring, Summer and Fall of 2006

- The plan is to continue quarterly distribution
Publications 2006 - 07

• August, 2006 - CRRC featured in Maintenance Solutions magazine

• September, 2006 - CRRC featured in cool roofing supplement for Roofing Contractor and Environmental Design & Construction magazines.

• Upcoming - GreenSource Continuing Education Unit on Roofing

• Upcoming – Special report with Maintenance Solutions magazine
Website

- New FAQs section
- Brochures available in downloadable PDF format
CRRC Committees

• Membership & Outreach Committee
• Technical Committee
• Ratings, Codes and Programs Committee
• Nominating Committee
• *Sign-up Sheets*
Membership & Outreach Committee

• Devoted to involving a broad cross-section of end-users such as:
  – Council Members and Participants
  – Roofing Product Manufacturers
  – Specifiers, Architects, Contractors, Code Bodies, Utilities

• Focused on educating and informing the public and end-users surrounding Council activities, the CRRC Product Rating Program and the benefits of Cool Roofs
Technical Committee

• Charged with understanding and resolving core science and technical issues such as:
  – Developing new test protocols for product types not currently able to be rated by CRRC
  – Standard ASTM test methods
  – Round-robin testing for Accredited Laboratories and new test methods
  – Weathering test farm protocols
Ratings, Codes & Programs Committee

- Key liaison with local, state and national (and potentially international) code bodies & decision-makers interested in understanding and using the CRRC Product Rating System in energy codes, energy efficiency initiatives and green building and incentive/rebate programs.
Nominating Committee

• Works towards involving a broad cross-section of CRRC Members in the Annual Board of Directors Election in order to maintain balance and independence within the Council, including consideration of nominees’ credentials, and annual Officer Selection

• Recruitment for Committee participation, including Technical and ANSI Consensus Body
Committee Sign-Up

- CRRC is continually involved in many interesting topics and industry developments. Committees provide CRRC Participants with an opportunity to become more actively engaged in ongoing activities of the Organization.

- Want your voice to be heard?
  - Consider signing up for a Committee today and have a say in the future direction of the CRRC!
Financial Report

• Annual Financial Review
  – Cash Flow Status
    • 2005 vs. 2006
    • Reduction in Net Deficit
    • Management vs. Services

• 2007 Budget Summary
  – Projected Revenues vs. Expenses
  – Current Status
Cool Roof Rating Council, Inc.

Statements of Activities
For the Years Ended December 31, 2006 and 2005

Revenues

<table>
<thead>
<tr>
<th>Revenues</th>
<th>2006</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Revenue</td>
<td>$496,400</td>
<td>$397,213</td>
</tr>
<tr>
<td>Membership Dues</td>
<td>97,022</td>
<td>60,608</td>
</tr>
<tr>
<td>Conferences and Meetings</td>
<td>21,900</td>
<td>18,625</td>
</tr>
<tr>
<td>Test Lab Training</td>
<td>8,000</td>
<td>5,583</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>2,800</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td><strong>626,122</strong></td>
<td><strong>482,029</strong></td>
</tr>
</tbody>
</table>
## Reduction in Net Deficit

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount 1</th>
<th>Amount 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase (Decrease) in Unrestricted Deficit</td>
<td>120,642</td>
<td>(40,851)</td>
</tr>
<tr>
<td>Unrestricted Deficit, Beginning of Year</td>
<td>(158,720)</td>
<td>(117,869)</td>
</tr>
<tr>
<td>Unrestricted Deficit, End of Year</td>
<td>$ (38,078)</td>
<td>$ (158,720)</td>
</tr>
</tbody>
</table>
# 2005-06 Program Service Expenses

**Expenses**

<table>
<thead>
<tr>
<th>Program Services</th>
<th>2005</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensing and Other Member Programs</td>
<td>316,224</td>
<td>314,440</td>
</tr>
<tr>
<td>Legal - Issues</td>
<td>27,568</td>
<td>31,098</td>
</tr>
<tr>
<td>Meetings</td>
<td>20,891</td>
<td>14,178</td>
</tr>
<tr>
<td>Test Lab Training and Certification</td>
<td>13,644</td>
<td>5,953</td>
</tr>
<tr>
<td>Marketing</td>
<td>5,819</td>
<td>2,179</td>
</tr>
<tr>
<td>Other</td>
<td>1,441</td>
<td>1,173</td>
</tr>
<tr>
<td>Website Development and Maintenance</td>
<td>639</td>
<td>6,176</td>
</tr>
</tbody>
</table>

**Total Program Services Expenses**

<table>
<thead>
<tr>
<th>2005</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>386,226</td>
<td>375,197</td>
</tr>
</tbody>
</table>
### 2005-06 Management Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>2005-06</th>
<th>2006-07</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management and Support Services</td>
<td>97,988</td>
<td>127,016</td>
</tr>
<tr>
<td>Consulting</td>
<td>12,356</td>
<td>12,912</td>
</tr>
<tr>
<td>Accounting</td>
<td>5,885</td>
<td>4,310</td>
</tr>
<tr>
<td>Insurance</td>
<td>1,802</td>
<td>1,638</td>
</tr>
<tr>
<td>Bank Charges</td>
<td>640</td>
<td>488</td>
</tr>
<tr>
<td>Printing and Stationery</td>
<td>511</td>
<td>897</td>
</tr>
<tr>
<td>Office Supplies</td>
<td>72</td>
<td>422</td>
</tr>
<tr>
<td><strong>Total Management and General Expenses</strong></td>
<td><strong>119,254</strong></td>
<td><strong>147,683</strong></td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>505,480</strong></td>
<td><strong>522,880</strong></td>
</tr>
</tbody>
</table>
### 2007 Budget Summary Update

**CRRC 2007 Revenues and Expenditures - Current Status (through April)**

<table>
<thead>
<tr>
<th></th>
<th>Total Revenue</th>
<th>Total Expenses (per contract budget)</th>
<th>Contractor Bonus</th>
<th>% of Revenues Expended</th>
<th>Net Revenue/ Remaining Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Projected Annual for 2007</strong></td>
<td>$735,505</td>
<td>$623,025</td>
<td>$25,000</td>
<td>88%</td>
<td>$87,480</td>
</tr>
<tr>
<td><strong>Actual Received/Expended</strong></td>
<td>$702,410</td>
<td>$161,125</td>
<td>$25,000</td>
<td>26%</td>
<td>$516,285</td>
</tr>
<tr>
<td>Through April 2007</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>% of Projection Received/Expended</strong></td>
<td>96%</td>
<td>26%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>% of Year Completed</strong></td>
<td>33%</td>
<td>25%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(calendar/contract)</td>
<td>Jan - Apr</td>
<td>Feb - Apr</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**NOTE:** Revenues were projected on calendar year basis (Jan 1 - Dec. 31) whereas expenditures were projected on a contract year basis (Feb 1 - Jan 31).
• CRRC pursuing accreditation by the American National Standards Institute (ANSI)
• Accredited Standards Developer
• CRRC-1 as an American National Standard
ANSI’s Significance

- Non-profit organization
- Mission: To enhance both the global competitiveness of U.S. business and the U.S. quality of life by promoting and facilitating voluntary consensus standards and conformity assessment systems, and safeguarding their integrity.
- ANSI accredits standards developers, to both the International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC).
Changes for the CRRC

- Commitment to ANSI consensus process
- Changes to CRRC-1 will be approved by a Consensus Body
  - Balanced: a mix of users, producers and general interest
  - Open to the public
• Currently drafting an application to become an ANSI Accredited Standards Developer
• Simultaneously drafting changes to CRRC-1 to convert it to ‘mandatory’ language
• Will form the Consensus Body for initial review of CRRC-1 before submitting CRRC-1 to become an American National Standard