Annual Membership Meeting

Paris Hotel
Las Vegas, Nevada
June 24, 2010
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
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

<table>
<thead>
<tr>
<th>Board Office Positions</th>
<th>June 2009-June 2010</th>
<th>June 2010-June 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair</td>
<td>Rich Lee</td>
<td>Mike Ennis</td>
</tr>
<tr>
<td>Vice Chair</td>
<td>Mike Ennis</td>
<td>Jim Baker</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Marty Hastings</td>
<td>Marty Hastings</td>
</tr>
<tr>
<td>Secretary</td>
<td>Greg Crawford</td>
<td>Greg Crawford</td>
</tr>
</tbody>
</table>
Growth Report

Members 189  Licensees 195  Products 1882
• 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, placed 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
To rate a series of products under a compound rating, submit Addendum F-3A with the Initial Product Application form.
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**

<table>
<thead>
<tr>
<th>CRRC Prod #</th>
<th>Manufacturer Information</th>
<th>Brand</th>
<th>Model</th>
<th>Color</th>
<th>Product Type</th>
<th>Solar Reflect. Init.</th>
<th>5 yr.</th>
<th>Thermo Emittance Init.</th>
<th>5 yr.</th>
<th>SRI Limit</th>
<th>A.S.R.</th>
<th>Roof Application</th>
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<tbody>
<tr>
<td>0736-0033</td>
<td>Versico Incorporated Richard Gillenwater (717-245-7040)</td>
<td>Versiflex</td>
<td>White PVC</td>
<td>Single-Ply-Thermoplastic</td>
<td>0.67</td>
<td>0.61</td>
<td>0.96</td>
<td>0.86</td>
<td>111</td>
<td>72</td>
<td>Low/Steep</td>
<td></td>
</tr>
<tr>
<td>0736-0032</td>
<td>Versico Incorporated Richard Gillenwater (717-245-7040)</td>
<td>Versisweld</td>
<td>White TPO</td>
<td>Single-Ply-Thermoplastic</td>
<td>0.79</td>
<td>pending</td>
<td>0.9</td>
<td>pending</td>
<td>99</td>
<td>pending</td>
<td>Low/Steep</td>
<td></td>
</tr>
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<td>0736-0038</td>
<td>Versico Incorporated Richard Gillenwater (717-245-7040)</td>
<td>Versisweld</td>
<td>Tan TPO</td>
<td>Single-Ply-Thermoplastic</td>
<td>0.71</td>
<td>pending</td>
<td>0.86</td>
<td>pending</td>
<td>66</td>
<td>pending</td>
<td>Low/Steep</td>
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</tr>
<tr>
<td>0690-0035</td>
<td>Valapar Corporation Mary Ann Johnson (972-457-7218)</td>
<td>WeatherX</td>
<td>Solar White</td>
<td>Factory Applied Coating</td>
<td>0.7</td>
<td>0.7</td>
<td>0.85</td>
<td>0.85</td>
<td>85</td>
<td>85</td>
<td>Low/Steep</td>
<td></td>
</tr>
<tr>
<td>0530-0032</td>
<td>Valapar Corporation Mary Ann Johnson (972-457-7218)</td>
<td>FluoroP SR</td>
<td>Snow White 251A341</td>
<td>Factory Applied Coating</td>
<td>0.67</td>
<td>pending</td>
<td>0.84</td>
<td>pending</td>
<td>88</td>
<td>pending</td>
<td>Low/Steep</td>
<td></td>
</tr>
<tr>
<td>0690-0029</td>
<td>Valapar Corporation Mary Ann Johnson (972-457-7218)</td>
<td>FluoroP SR</td>
<td>White CF1A94</td>
<td>White</td>
<td>Factory Applied Coating</td>
<td>0.65</td>
<td>pending</td>
<td>0.83</td>
<td>pending</td>
<td>77</td>
<td>pending</td>
<td>Low/Steep</td>
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<tr>
<td>0735-0037</td>
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<td>Versisweld</td>
<td>Gray TPO</td>
<td>Single-Ply-Thermoplastic</td>
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<td>pending</td>
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<td>FluoroP SR</td>
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<td>Dark Green CF5N603</td>
<td>Dark Green</td>
<td>Factory Applied Coating</td>
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<td>pending</td>
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<td>Dark Green CFG355X</td>
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<td>Factory Applied Coating</td>
<td>0.25</td>
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<td>0.83</td>
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<td>22</td>
<td>pending</td>
<td>Low/Steep</td>
</tr>
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</table>
### Logo and Label Updates

#### Extended Label

<table>
<thead>
<tr>
<th>Product</th>
<th>Initial</th>
<th>Weathered</th>
<th>Pending</th>
<th>Initial</th>
<th>Weathered</th>
<th>Pending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product A</td>
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<td>0.00</td>
<td>Pending</td>
<td>0.00</td>
<td>0.00</td>
<td>Pending</td>
</tr>
<tr>
<td>Product B</td>
<td>0.00</td>
<td>0.00</td>
<td>Pending</td>
<td>0.00</td>
<td>0.00</td>
<td>Pending</td>
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</tbody>
</table>

#### Rated Products Logo

<table>
<thead>
<tr>
<th>Product</th>
<th>Initial</th>
<th>Weathered</th>
<th>Pending</th>
<th>Initial</th>
<th>Weathered</th>
<th>Pending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product A</td>
<td>0.00</td>
<td>0.00</td>
<td>Pending</td>
<td>0.00</td>
<td>0.00</td>
<td>Pending</td>
</tr>
<tr>
<td>Product B</td>
<td>0.00</td>
<td>0.00</td>
<td>Pending</td>
<td>0.00</td>
<td>0.00</td>
<td>Pending</td>
</tr>
<tr>
<td>Product C</td>
<td>0.00</td>
<td>0.00</td>
<td>Pending</td>
<td>0.00</td>
<td>0.00</td>
<td>Pending</td>
</tr>
</tbody>
</table>

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Annual Membership Meeting 2010
**Updated Test Results Rpt**

**Exhibit 6 – Board of Directors, June 23, 2010**

**INITIAL Test Results Report**

Company Name_________________________________________________

Product Brand Name & Model________________________________________

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**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)

<table>
<thead>
<tr>
<th>1. CRRC Licensed Seller/OM Company</th>
<th>2. CRRC License Seller/OM ID Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. Company Address</td>
<td>4. Contact Name</td>
</tr>
<tr>
<td>5. Email Address</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>6. Phone Voice and Fax</th>
<th>7. Product Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Voice ( )</td>
<td></td>
</tr>
<tr>
<td>Fax ( )</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>8a. For Field-Applied Coatings Only</th>
<th>8b. For Single Ply Products Only</th>
</tr>
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<tbody>
<tr>
<td>Minimum Recommended Coating Dry Mil Thickness</td>
<td>Overall Recommended Mil Thickness</td>
</tr>
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</table>

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*Meeting 2010*
## ANNUAL PRODUCT FEES

<table>
<thead>
<tr>
<th>Production Line Roofing Products</th>
<th></th>
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<tbody>
<tr>
<td>Standard Roofing Product – Initial</td>
<td>$240</td>
</tr>
<tr>
<td>Standard Roofing Product – Renewal</td>
<td>$120</td>
</tr>
</tbody>
</table>

**Color Families (see definitions below for this section)**

| 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
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 Tradeshow
June 2010
Miami, FL

WSRCA Tradeshow
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
• 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
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
<table>
<thead>
<tr>
<th>Year</th>
<th># of Products</th>
<th># Number pending</th>
<th># Number unavailable</th>
<th># Number failed</th>
<th># Number passed</th>
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<tr>
<td>2004</td>
<td>9</td>
<td></td>
<td></td>
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<td>2005</td>
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<td>2006</td>
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<td>2007</td>
<td>44</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>52</td>
<td>1</td>
<td></td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>51</td>
<td>8</td>
<td></td>
<td>2</td>
<td>18</td>
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</table>
2010 Random Testing

- 93 products selected
- Awaiting renewed retrieval contracts with UL and Intertek
<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Strategic Planning process kicked off</td>
<td>July 2008</td>
</tr>
<tr>
<td>Planning Committee formed</td>
<td>September 2008</td>
</tr>
<tr>
<td>BOD approved the CRRC Vision Statement</td>
<td>November 2008</td>
</tr>
<tr>
<td>Planning Committee presented final draft version to the BOD</td>
<td>June 2009</td>
</tr>
<tr>
<td>Final BOD approved Plan</td>
<td>February 2010</td>
</tr>
<tr>
<td>Hashem Akbari</td>
<td>Tom Meyer</td>
</tr>
<tr>
<td>---------------</td>
<td>----------------</td>
</tr>
<tr>
<td>Payam Bozorgchami</td>
<td>Jim Leonard</td>
</tr>
<tr>
<td>Andre Desjarlais</td>
<td>Rick Olson</td>
</tr>
<tr>
<td>Dick Gillenwater</td>
<td>Don Portfolio</td>
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<tr>
<td>Tim Kersey</td>
<td>Tom Smith</td>
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<tr>
<td>Frank Klink</td>
<td>Peter Turnbull</td>
</tr>
<tr>
<td>Scott Kriner</td>
<td>Nick Zigelbaum</td>
</tr>
</tbody>
</table>

Mike Ennis, Strategic Planning Committee Chairman
Vision Statement

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