Annual Membership Meeting

Paris Hotel

Las Vegas, Nevada

June 24, 2010

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

Membership Meeting

June 24, 2010

Outline

- Board Update
- Growth Report
- Rating Program Update
- Administrative Update
- Staff Changes
- Marketing Update
- Random Testing
- Strategic Plan Update

Board 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

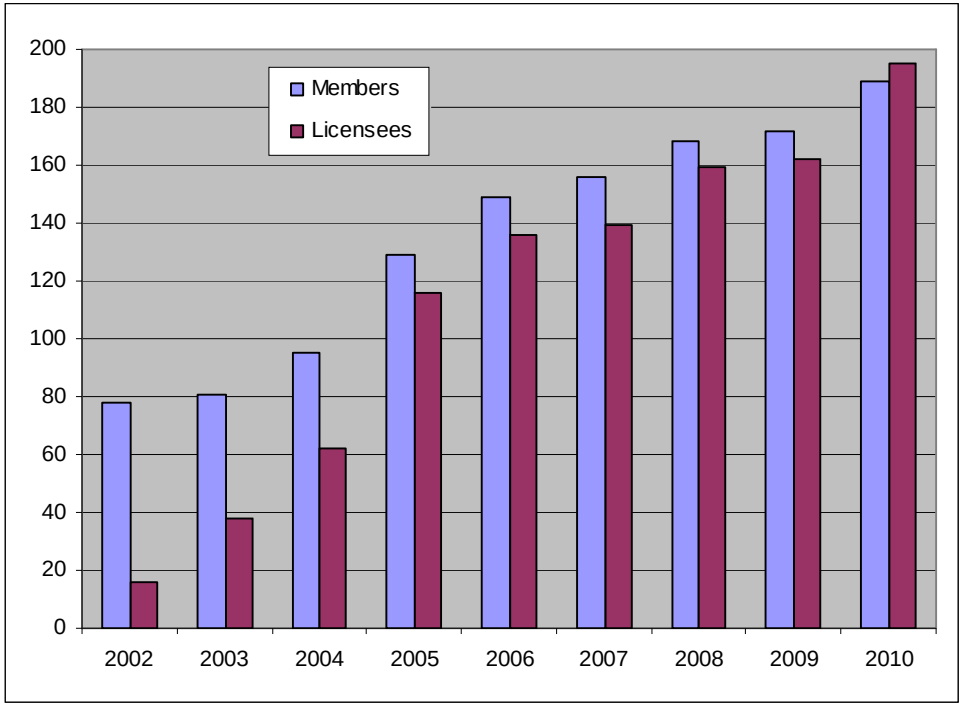
Payam Bozorgchami, CEC
Jim Hoff, CEIR
Rich Lee
George Malek, ComEd
Peter Turnbull, PG&E

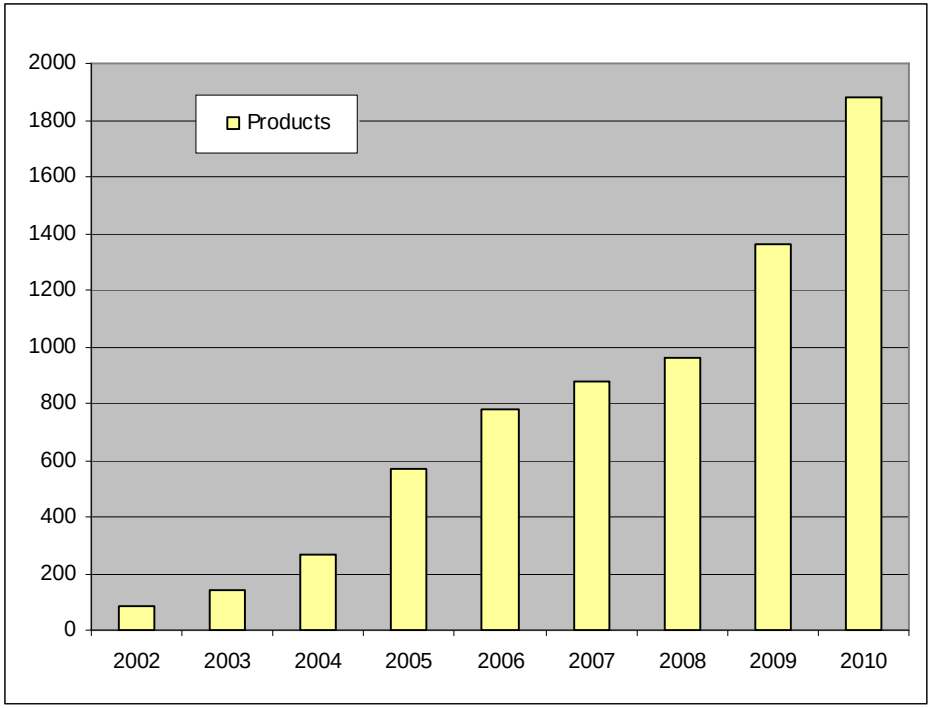
Board Update

Board Office Positions	June 2009-June 2010	June 2010-June 2011
Chair	Rich Lee	Mike Ennis
Vice Chair	Mike Ennis	Jim Baker
Treasurer	Marty Hastings	Marty Hastings
Secretary	Greg Crawford	Greg Crawford

Growth Report

Members **189** Licensees **195** Products **1882**





Rating Program Updates

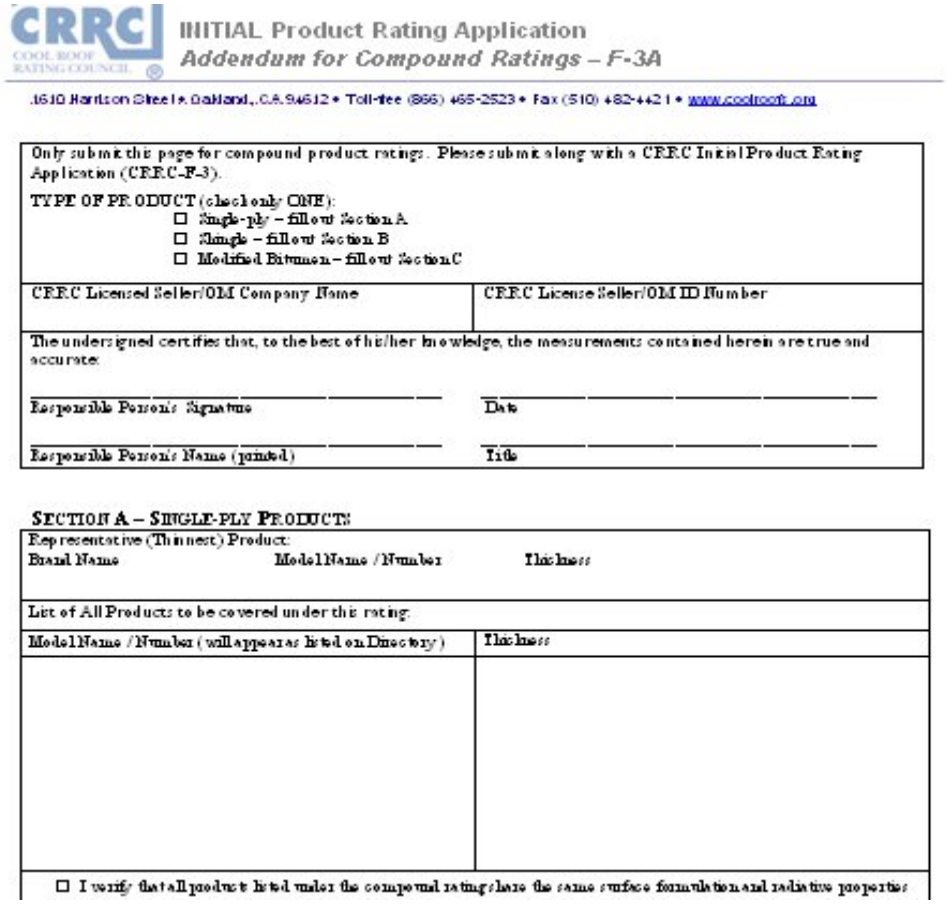
- Increase in Test Farm Placement Dates
  - From quarterly to bimonthly, starting Jan 1
- AITL and TF separation policy
- Reduced Lab Training fee (previously $1,000)
  - $350 for members and licensees
  - $500 for non-affiliates

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, place 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

Compound Rating Application Form (F-3A)

- To rate a series of products under a compound rating, submit Addendum F-3A with the Initial Product Application form.



CRRC INITIAL Product Rating Application
Addendum for Compound Ratings – F-3A

1610 Harrison Street • Oakland, CA 94612 • Toll-free (866) 465-2523 • Fax (510) 482-4421 • www.coolroof.org

Only submit this page for compound product ratings. Please submit along with a CRRC Initial Product Rating Application (CRRC-F-3).

TYPE OF PRODUCT (check only ONE):
- ☐ Single-ply – fill out Section A
- ☐ Shingle – fill out Section B
- ☐ Modified Bitumen – fill out Section C

CRRC Licensed Seller/OM Company Name	CRRC License Seller/OM ID Number

The undersigned certifies that, to the best of his/her knowledge, the measurements contained herein are true and accurate:

Responsible Person's Signature _____ Date _____

Responsible Person's Name (printed) _____ Title _____

SECTION A – SINGLE-PLY PRODUCTS

Representative (Thinnest) Product:

Brand Name	Model Name / Number	Thickness

List of All Products to be covered under this rating:

Model Name / Number (will appear as listed on Directory)	Thickness

☐ I verify that all product listed under the compound rating have the same surface formulation and radiative properties

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

CRRC Prod. ID	Manufacturer Information	Brand	Model	Color	Product Type	Solar Reflect.		Therm Emit.		SRI (Initial) (sorted>)	SRI (aged)	Slope Application
						Init.	3 yr.	Init.	3 yr.			
0738-0005	**Versico Incorporated** Richard Gillenwater (717-245-7040)	Versiflex	White PVC		Single-Ply-Thermoplastic	0.87	0.61	0.95	0.86	111	72	Low/Steep
0738-0002	**Versico Incorporated** Richard Gillenwater (717-245-7040)	Versiweld	White TPO		Single-Ply-Thermoplastic	0.79	pending	0.9	pending	99	pending	Low/Steep
0738-0006	**Versico Incorporated** Richard Gillenwater (717-245-7040)	Versiweld	Tan TPO		Single-Ply-Thermoplastic	0.71	pending	0.86	pending	86	pending	Low/Steep
0690-0005	**Valspar Corporation** Mary-Ann Johnson (972-487-7218)	Weather X	Solar White		Factory-Applied Coating	0.7	0.7	0.85	0.85	85	85	Low/Steep
0690-0032	**Valspar Corporation** Mary-Ann Johnson (972-487-7218)	Fluropon SR	Snow White 451A341		Factory-Applied Coating	0.67	pending	0.84	pending	80	pending	Low/Steep
0690-0020	**Valspar Corporation** Mary-Ann Johnson (972-487-7218)	Fluropon SR	White CF1A894	White	Factory-Applied Coating	0.65	pending	0.83	pending	77	pending	Low/Steep
0738-0007	**Versico Incorporated** Richard Gillenwater (717-245-7040)	Versiweld	Gray TPO		Single-Ply-Thermoplastic	0.46	pending	0.89	pending	53	pending	Low/Steep
0690-0015	**Valspar Corporation** Mary-Ann Johnson (972-487-7218)	Fluropon SR	Dark Blue CF6B307	Dark Blue	Factory-Applied Coating	0.25	pending	0.83	pending	22	pending	Low/Steep
0690-0018	**Valspar Corporation** Mary-Ann Johnson (972-487-7218)	Fluropon SR	Dark Green CF5R603	Dark Green	Factory-Applied Coating	0.25	pending	0.83	pending	22	pending	Low/Steep
0690-0028	**Valspar Corporation** Mary-Ann Johnson (972-487-7218)	Weather X SR	Dark Green CFG0356X	Dark Green	Factory-Applied Coating	0.25	pending	0.83	pending	22	pending	Low/Steep

Logo and Label Updates

Extended Label

Use ID number on packaging to match with corresponding rating on this label (checked box)	☐ Product A		☐ Product B	
Classification: Production Line	Initial	Weathered	Initial	Weathered
Solar Reflectance	0.00	Pending	0.00	Pending
Thermal Emittance	0.00	Pending	0.00	Pending
Rated Product ID Number				

Licensed Seller ID Number: _ _ _ _

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.

Use ID number on packaging to match with corresponding rating on this label (checked box)	☐ Product A		☐ Product B		☐ Product C	
Classification: Production Line	Initial	Weathered	Initial	Weathered	Initial	Weathered
Solar Reflectance	0.00	Pending	0.00	Pending	0.00	Pending
Thermal Emittance	0.00	Pending	0.00	Pending	0.00	Pending
Rated Product ID Number						

Licensed Seller ID Number: _ _ _ _

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.

Use ID number on packaging to match with corresponding rating on this label (checked box)	☐ Product A		☐ Product B		☐ Product C		☐ Product D	
Classification: Production Line	Initial	Weathered	Initial	Weathered	Initial	Weathered	Initial	Weathered
Solar Reflectance	0.00	Pending	0.00	Pending	0.00	Pending	0.00	Pending
Thermal Emittance	0.00	Pending	0.00	Pending	0.00	Pending	0.00	Pending
Rated Product ID Number								

Licensed Seller ID Number: _ _ _ _

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.

Rated Products Logo

Updated Test Results Rpt

Exhibit 6 – Board of Directors, June 23, 2010

INITIAL Test Results Report

Company Name_____

Product Brand Name & Model_____

1610 Harrison Street • Oakland, CA 94612 • Toll-free (866) 465-2523 • Fax (510) 482-4421 • www.coolroofs.org

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)

1. **CRRC Licensed Seller/OM Company**	2. **CRRC License Seller/OM ID Number**
3. **Company Address**	4. **Contact Name**
5. **Email Address**	
6. **Phone Voice and Fax** Voice ( ) Fax ( )	7. **Product Type**
8a. ***For Field-Applied Coatings Only*** **Minimum Recommended Coating Dry Mil Thickness**	8b. ***For Single Ply Products Only*** **Overall Recommended Mil Thickness**

Product Fee Modification

ANNUAL PRODUCT FEES	
Production Line Roofing Products	
Standard Roofing Product – Initial	**$240**
Standard Roofing Product – Renewal	**$120**
Color Families *(see definitions below for this section)*	
Color Family Group[3] (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

CRRC COOL ROOF RATING COUNCIL

Licensed Seller Application

1610 Harrison Street • Oakland, CA 94612 • Toll-free (866) 465-2523 • Fax (510) 4

Checklist of Enclosures for a complete Licensed Seller Application:

- ☐ Signed Licensed Seller Agreement (CRRC-A-1)
- ☐ Letter confirming a Quality Control Plan
- ☐ Fees per fee schedule

1. Company Name	2. Contact Name
Your Company	John Doe
3. Address	
4. Phone	5. Fax
6. Email	7. Website

8. Appropriate Fee

☐ Factory-Coated Product Seller

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

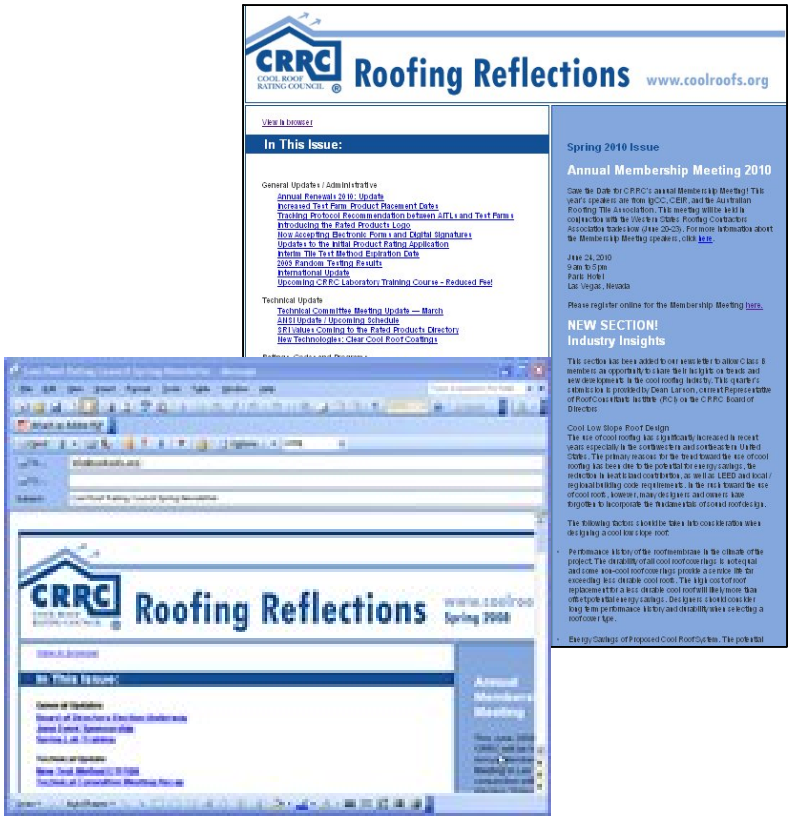
International Roofing Expo
February 2010
New Orleans, LA

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

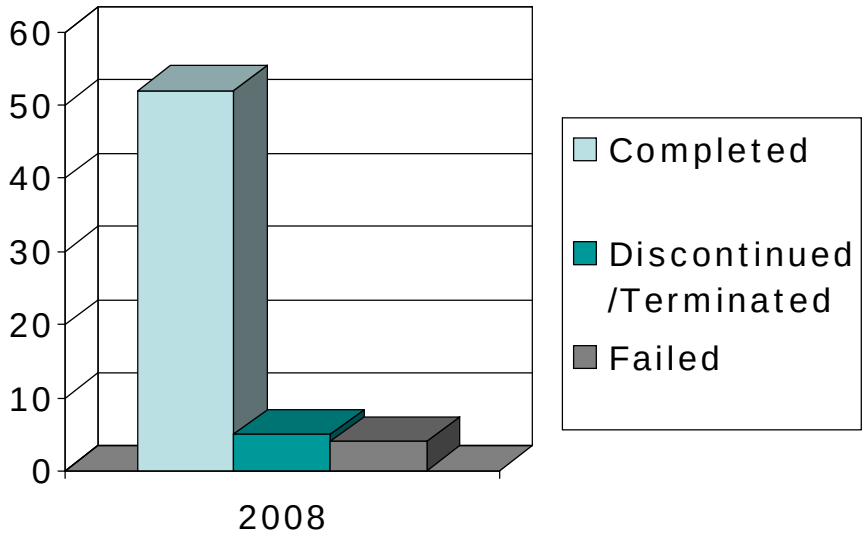
- Important to CRRC's mission to provide accurate radiative property data
- California Energy Commission's Title 24 references CRRC as the sole supervisory entity for cool roof ratings

2007 Random Testing Report

- **53 Products selected**
  - 44 passed
  - 6 discontinued (terminated)
  - 3 unavailable (suspended until product is available)

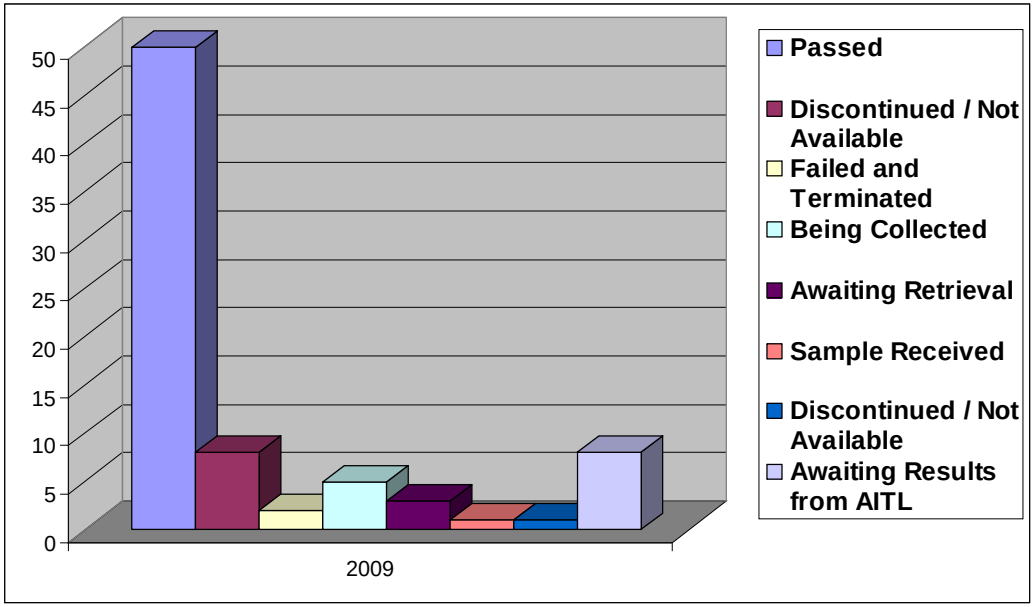
2008 Random Testing Report

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

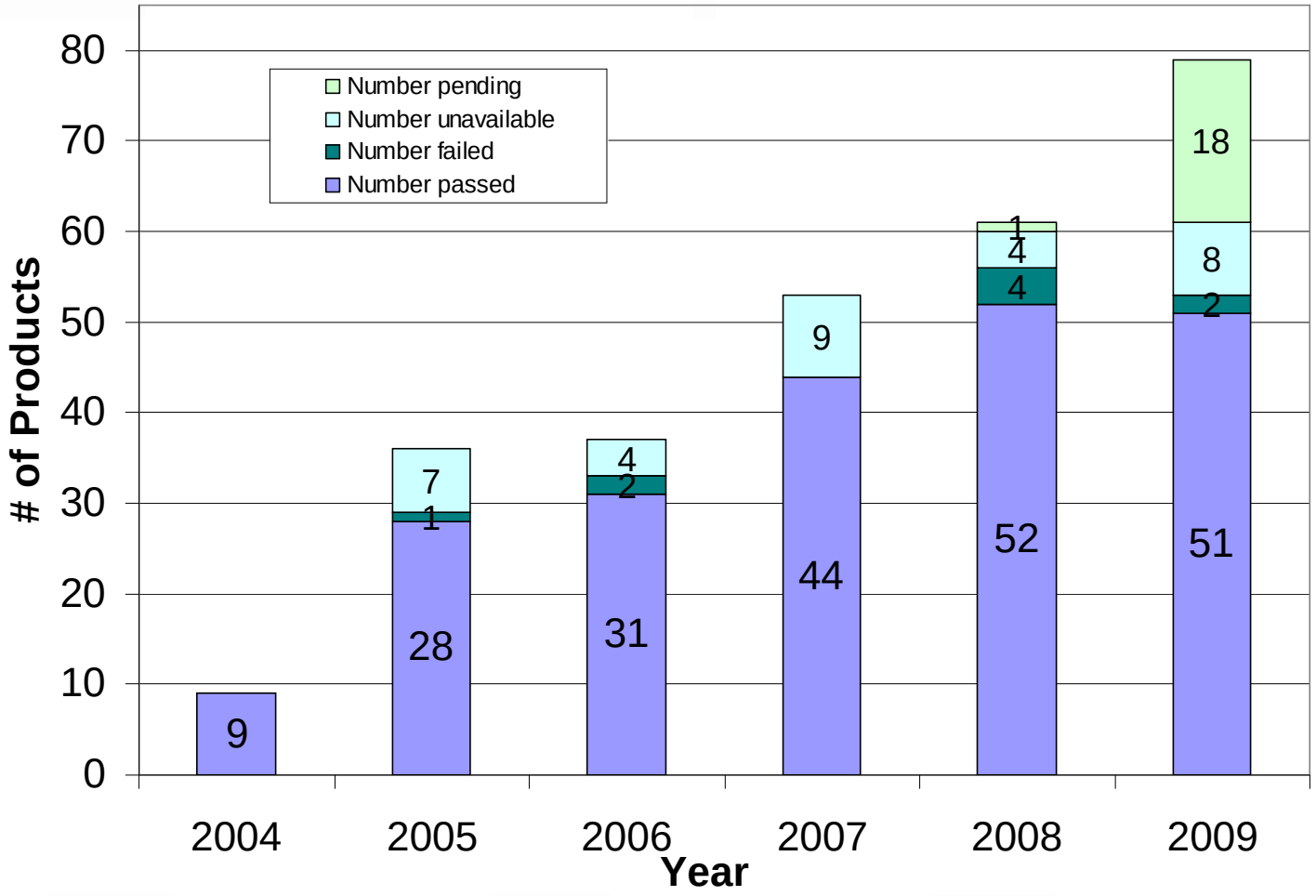


2009 Random Testing Report

- **79 Products Selected**
  - **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



Random Testing History



2010 Random Testing

- 93 products selected
- Awaiting renewed retrieval contracts with UL and Intertek

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
Final BOD approved Plan	**February 2010**

Strategic Planning Committee Members

Mike Ennis, Strategic Planning Committee Chairman

Hashem Akbari
Payam Bozorgchami
Andre Desjarlais
Dick Gillenwater
Tim Kersey
Frank Klink
Scott Kriner
Tom Meyer
Jim Leonard
Rick Olson
Don Portfolio
Tom Smith
Peter Turnbull
Nick Zigelbaum

Vision Statement

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

Strategic Plan

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