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# Annual Membership Meeting

Paris Hotel  
Las Vegas, Nevada  
June 11, 2008

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# 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.

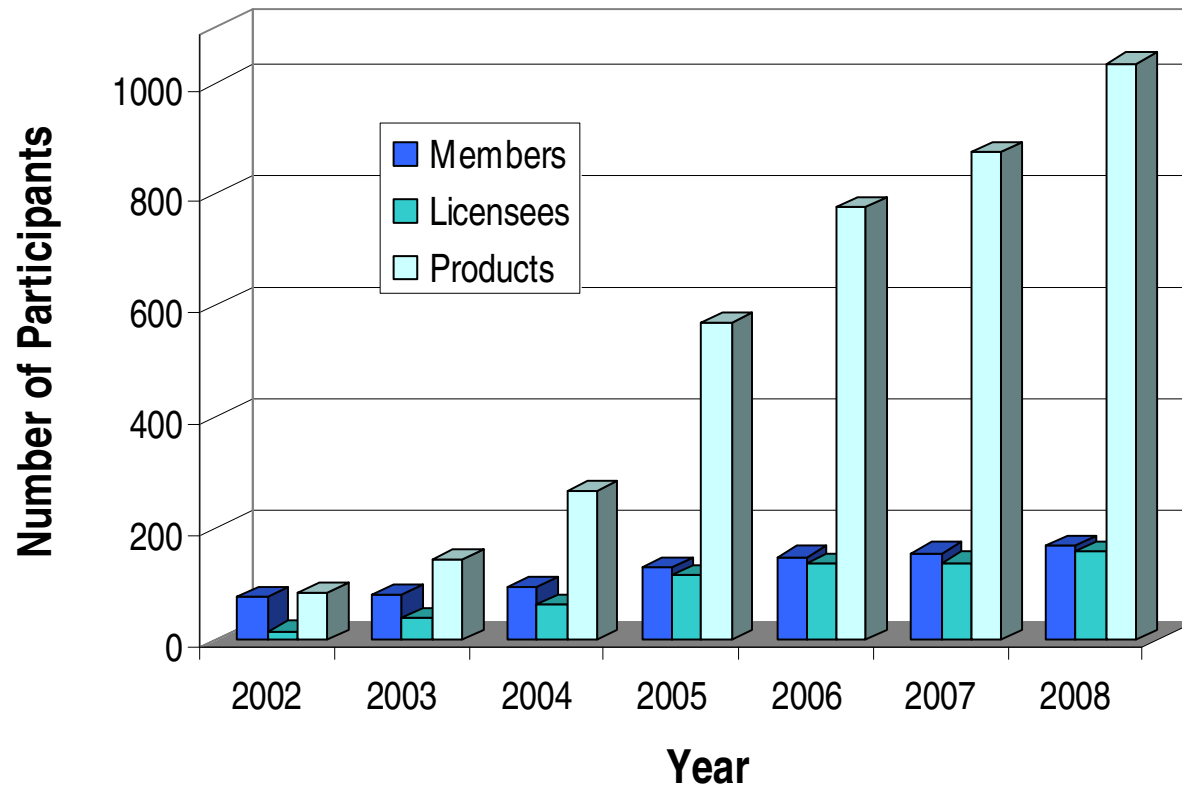


# Administrative Update

- Growth Report
- CRRC-1 Changes
- Codes and Programs
- Marketing Update
- Random Testing



# Growth Report



- **Members 168**
- **Licensees 159**
- **Products 1035**



# CRRC-1 Changes

- Coating thickness requirements
- Formula change and inactive product rating clarification
- Color Family Update



# Field-Applied Coating Thickness

- Samples must be prepared at the minimum manufacturer recommended thickness
- Thickness is measured by an AITL upon initial product rating
- ASTM D1669
- Must be within 20%



# Formula Change

- **Formula change:** radiative properties change by 0.05 or more
  - Rerating is *required*
- **Retested Product:** radiative properties change by less than 0.05
  - Rerating is *optional*
- Replacement product gets a new ID number (e.g. 0850-0001a)



# Inactive Product Ratings

- Products that
  - Reformulated or Retested
  - Discontinued by LSOM
  - Failed Random Testing
- Moved to Inactive Product List
- Will **not** be posted on the website
- Aged ratings are still required





# Color Family Update

- Updates to Table 1
  - Lower SR default for tan
  - Expand color range for blue and green groups
  - Pearlescent copper and silver groups merged



# Codes and Programs

Comments submitted regarding:

- ASHRAE/USGBC Standard 189
  - Inclusion of a reference the CRRC
- Green Seal GS-11 Standard for Paint
  - Addition of C1549 and E903 test methods
- City of Houston
  - Addition of C1549 as acceptable test method



# Marketing Update

## Outreach Activities 2007 -2008

- Tradeshows
- Newsletters
- Publications
- Presentations



# Tradeshows (2007- 08)

**West Coast Green**  
September, 2007  
San Francisco, CA

**Greenbuild**  
Chicago 2007  
Denver, CO

**International Roofing Expo**  
March 2007,  
Las Vegas, NV



**AIA Tradeshaw**  
May 2008,  
Boston, MA

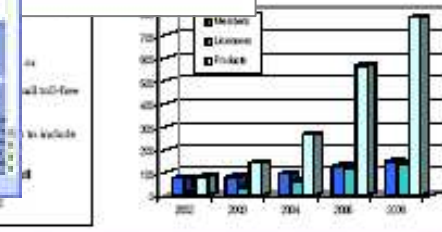
**Ecobuild America**  
May 2008,  
Anaheim, CA

**WSRCA Tradeshaw**  
June 2008  
Las Vegas, NV



# Newsletters

- Distributed 'Roofing Reflections' Winter, Spring, Summer and Fall of 2007
- New html format
- Will continue quarterly distribution





# Publications 2007-08

- Continuing Education Unit on Roofing and ad in GreenSource (July 2007)
- Special report with Maintenance Solutions magazine
- Coordinated with Building Operator Management (March 2008)
- Article published in Ecostructure (Jan/Feb 2008)
- Upcoming: article in the Journal of Green Building

Built up roofing • Copolymers • Coatings • Metal • Shakes • Shingles • Single ply • Slate • Tiles

Know what YOU want a roof that provides optimal performance, comfort and aesthetics. EVERYBODY wants credible performance data at their fingertips.

THE COOL ROOF RATING COUNCIL is the only roof rating system providing independent, third-party roof ratings.

“Cool” roofing is the fastest growing sector of the roofing industry, thanks to increasing awareness of the benefits of cool roofs.

The Cool Roof Rating Council (CRRC) is a nonprofit organization formed in 1996 to maintain an independent, third-party rating system to measure and label the solar reflectance and thermal emittance of roofing materials... to its building energy code, Title 24, exclusively or the CRRC's Product Rating Program due to its data. More and more code bodies and electric are recognizing the benefits of cool roofs, and are requiring cool roofs.

LEED® includes a credit for using a cool roof. (NC 557.2/ IR 55.6.2)

A cool roof minimizes the transfer of heat to the building below by reflecting and emitting it back to the sky.

A cool roof can:

- Save energy and associated costs
- Increase occupant comfort
- Increase roof longevity
- Reduce air pollution and global warming
- Help comply with local code
- Earn a LEED® point

www.coolroofs.org

CRRC COOL ROOF RATING COUNCIL



# **Presentations 2007-08**

- Roof Coating Manufacturers Association (RCMA)
- Roofing Industry Committee on Weather Issues (RICOWI)
- Asphalt Roofing Manufacturers Association (ARMA)
- Tile Roofing Institute (TRI)



# 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

- 50 products tested in 2007
  - Up from 38 products in 2006
- 29 passed
- 9 not yet available
- 12 pending (5 are being retested)



# Random Testing 2008

- 62 Products selected
- Renewed contract with UL
- Potential new third-party collection agency (Intertek)
- Too soon to report



# Online Database Development

- 2009 Renewals (Phase 1)
- Why the switch?
  - Streamlines process for participants to complete renewals
  - Reduces paperwork
- End Goal: Launch all CRRC paperwork online



# Online Database Development

- Log-in user name
- Primary contact\*

Cool Roof Rating Council  
Participant Database

**CRRC Participant Log-In**

UserName:


Password:

Initially generated by us; can change password if needed.



# Online Database

- Snap-shot of how the profiles will look like:
- Will transfer information from our internal database



Cool Roof Rating Council  
Participant Database

[Log-Out](#)

Renewals Main Page :: [Member](#) :: [Licensee](#) :: [Products](#) :: [Random Testing](#) :: [Labs](#) :: [Invoice](#)

DB information will populate as applies to field; only for "valid" Members

**Member Information**

*Please verify the information below:*  
\*indicates required field

**Company Information:**

- 1) Company Name\*
- 2) Membership Class <Membership Class>
- 3) Membership Type <Membership Type>  Text- user cannot change info
- 4) Alias (optional)
- 5) Parent Company (optional)
- 6) Website


**Primary Contact Information:**

- 7) First Name\*
- 8) Last Name\*
- 9) Contact Mailing Address Line 1\*
- 10) Contact Mailing Address Line 2
- 11) City\*  12) State/Province\*  13) ZipCode\*
- 14) Country\*
- 15) Email Address\*
- 16) Phone Number\*
- 17) Fax Number\*



# Product Page

- Website will guide you along the steps until you reach the invoice



Cool Roof Rating Council  
Participant Database

Log-Out

[Renewals Main Page](#) :: [Member](#) :: [Licensee](#) :: **[Products](#)** :: [Random Testing](#) :: [Labs](#) :: [Invoice](#)

DB information will populate as applies to field

Info icon on definition of a formula change

**Products**

*Please verify the information below. To change any product information, please click on the link attached to the product brand name. To change the product contact information, please click on the link attached to the contact's name.*

ID #	<u>Product Brand/Model Name</u> <u>Contact First Name/Contact Last Name</u>	<Product Type>	<Slope>	Still Selling?
				<input type="checkbox"/> Yes <input type="checkbox"/> No
				<input type="checkbox"/> Yes <input type="checkbox"/> No
				<input type="checkbox"/> Yes <input type="checkbox"/> No
				<input type="checkbox"/> Yes <input type="checkbox"/> No
				<input type="checkbox"/> Yes <input type="checkbox"/> No
				<input type="checkbox"/> Yes <input type="checkbox"/> No
				<input type="checkbox"/> Yes <input type="checkbox"/> No

I confirm that this information is accurate and that none of the products above have had formula changes since the initial product rating.

Formula changes have been made to the following products:  
(hold onto Control to add additional products)

Save & Continue

After clicking on link, user can view information that is available in a pop-up (please see next-page)


<Slope>, <Product Type>, And Ratings are text

One of the boxes need to be checked in order to continue.

Box lists all products of Licensee; user can select multiple products

Need help? Contact a CRRC staff member: (866) 465-2523 or (510) 485-7175 or [info@coolroofs.org](mailto:info@coolroofs.org)

# Rated Testing



Cool Roof Rating Council  
Participant Database

[Log-Out](#)

If product is listed as exempt from F-5, then user is not required to add contractors/distributors. Note: need to insert field for F-9 exemption in previous page.

Renewals Main Page :: [Member](#) :: [Licensee](#) :: [Products](#) :: [Random Testing](#) :: [Labs](#) :: [Invoice](#)

Instructions on Random Testing procedure, link to Procedure 1, requirements from LS

Please verify the information below:


Contractor/Distributor Company Name	Product Brand/Model Name	Still Selling?
Contractor/Distributor Contact -	Product Brand/Model Name	Yes <input type="radio"/> No <input type="radio"/>
Contractor/Distributor Contact -	Product Brand/Model Name	Yes <input type="radio"/> No <input type="radio"/>
Contractor/Distributor Contact -	Product Brand/Model Name	Yes <input type="radio"/> No <input type="radio"/>
Contractor/Distributor Contact -	Product Brand/Model Name	Yes <input type="radio"/> No <input type="radio"/>
Contractor/Distributor Contact -	Product Brand/Model Name	Yes <input type="radio"/> No <input type="radio"/>
Contractor/Distributor Contact -	Product Brand/Model Name	Yes <input type="radio"/> No <input type="radio"/>
Contractor/Distributor Contact -	Product Brand/Model Name	Yes <input type="radio"/> No <input type="radio"/>
Contractor/Distributor Contact -	Product Brand/Model Name	Yes <input type="radio"/> No <input type="radio"/>
Contractor/Distributor Contact -	Product Brand/Model Name	Yes <input type="radio"/> No <input type="radio"/>
Contractor/Distributor Contact -	Product Brand/Model Name	Yes <input type="radio"/> No <input type="radio"/>

[Add New Contractor/Distributor](#)

Chart listing all products according to alphabetical order of 1) contractor; 2) product name

Pop-up allows you to add new contractor

Page and information will populate if product is a LS product



Cool Roof Rating Council  
Participant Database

RT Pop-Up When Clicking on CID or Clicking on Add new CID

**Random Testing**

Licensed Sellers are required to provide 3 separate contractors/distributors for each product. Please enter all the information required for the contractor/distributor and check all the products that are being sold by the company. If you cannot find a particular product on this page, this means the product has already 3 contractors/distributors associated with the product. Please verify all products and contractors/distributors before continuing.

**Contractor/Distributor Information**

1) First Name\*

2) Last Name\*

3) Company Name\*

4) Mailing Address Line 1\*

5) Mailing Address Line 2

6) City\*

7) State/Province\*

8) Zip Code\*

9) Email Address

10) Phone Number\*

11) Fax Number

**Products**

Brand/Model

Brand/Model

Brand/Model

Brand/Model

Brand/Model

Brand/Model

Generic pop-up for contractors/distributors. If new existing CID, then information will appear in fields; if new CID fields are blank

Random Testing page will be refreshed with new information

**Contractor/Distributor Letter**

To comply with the Random Testing policy, Licensed Sellers are required to provide a Contractor/Distributor letters. These letters explain to the Contractor/Distributor that their cooperation assists the CRRC in maintaining a credible rating policy. Please see the Letter Template for guidance.

Upload Distributor Letter:

Letter Template (Word attachment) [Renewals to File](#)

[Don't Save & Return to Random Testing](#)

[Update & Return to Random Testing](#)

[Browse then upload from user's computer](#)

Need help? Contact a CRRC staff member: (866) 465-2523 or (510) 485-7175 or info@coolroofs.org



# Online Database Development

- After the demo version is complete, we will contact local participants and present the system for feedback and suggestions.
- If you are interested in participating, please contact [kathleen@coolroofs.org](mailto:kathleen@coolroofs.org).





# Bylaws Amendment

Purpose: to allow electronic submissions for voting

- **ARTICLE 4: MEMBER MEETINGS AND REPORTS**

- Section 3. Voting.

- Each member shall be entitled to vote at any regular or special meeting. Members may vote in person through their designated representative, by proxy executed in writing by their designated representative, or by ballot, subject to Article 3, Section 3. No proxy shall be valid for a period greater than 11 months, unless otherwise provided in the proxy. A proxy executed by or on behalf of a member shall be deemed valid unless challenged at or prior to its exercise. Voting on all matters, including the election of the Board of Directors, may be conducted by mail, facsimile, or by electronic transmission.

- Section 6. Informal Action by Members

- Any action of the members may be taken without a meeting if a consent in writing or by electronic transmission setting forth the action taken is signed given by all members and filed with the minutes of the Corporation.



# Bylaws Amendment (cont.)

## ARTICLE 5: BOARD OF DIRECTORS

### Section 2. Membership

The Board of Directors of the Corporation shall be comprised of 11 individuals commencing with the individuals named in the Corporation's Articles of Incorporation. There shall be six (6) positions filled from the first class of members as described in Section 2(a) of Article 3, five (5) of whom shall be manufacturers and one (1) of whom shall be a distributor. Five (5) positions shall be filled from the class of members as described in Section 2(b) of Article 3. Notwithstanding the foregoing, not more than one individual who is an officer, director, employee, agent, representative or affiliate of a member or its subsidiaries or affiliates (if any and despite whether they have independently become members of the Corporation) may serve on the Board of Directors at any given time. The directors shall be elected by the members of the Corporation at the annual meeting of the members or by mail, or faxed or electronic transmission ballot before the meeting.

### Section 13. Informal Action by Directors

Any action of the directors may be taken without a meeting if a consent in writing or by electronic transmission setting forth the action taken is signed given by all directors and filed with the minutes of the Corporation.



# Morning Break

15 minutes



# Financial Report

- Annual Financial Review
  - Cash Flow Status
    - 2006 vs. 2007
    - Elimination of Net Deficit
- 2007 Budget Summary



# 2006-07 Revenues

## Cool Roof Rating Council, Inc.

### Statements of Activities

For the Years Ended December 31, 2007 and 2006.

*DRAFT AS PREPARED DISCLOSED THIS DRAFT IS FOR MANAGEMENT'S INFORMATION AND POSSIBLE THE NEEDS FOR MANAGEMENT TO BE USED ONLY FOR THE YEAR ENDED 2007. 2008 TO BE USED ONLY FOR MANAGEMENT'S INFORMATION AND POSSIBLE THE NEEDS FOR MANAGEMENT TO BE USED ONLY FOR THE YEAR ENDED 2007.*

	<u>2007</u>	<u>2006</u>
<b>Revenues</b>		
Program Revenue	\$ 648,257	\$ 496,400
Membership Dues	108,850	97,022
Conferences and Meetings	18,825	21,900
Test Lab Training	9,000	8,000
Interest Income	5,808	-
Miscellaneous	9,141	2,800
<b>Total Revenues</b>	<u>799,881</u>	<u>626,122</u>



# 2006-07 Expenses

## Expenses

### Program Services

Licensing and Other Member Programs	382,817	316,224
Legal - Issues	36,113	27,568
Meetings	30,669	20,891
Test Lab Training, Certification, and Research	25,716	13,644
Marketing	25,477	5,819
Other	5,316	1,441
Website Development and Maintenance	741	639
<b>Total Program Services</b>	<b>506,849</b>	<b>386,226</b>

### Management and General

Management and Support Services	105,040	97,988
Consulting	6,904	12,356
Accounting	6,585	5,885
Insurance	4,015	1,802
Bank Charges	653	640
Printing and Stationery	8,491	511
Office Supplies	142	72
Equipment Rental	3,053	-
Other	205	-
<b>Total Management and General</b>	<b>135,088</b>	<b>119,254</b>
<b>Total Expenses</b>	<b>641,937</b>	<b>505,480</b>



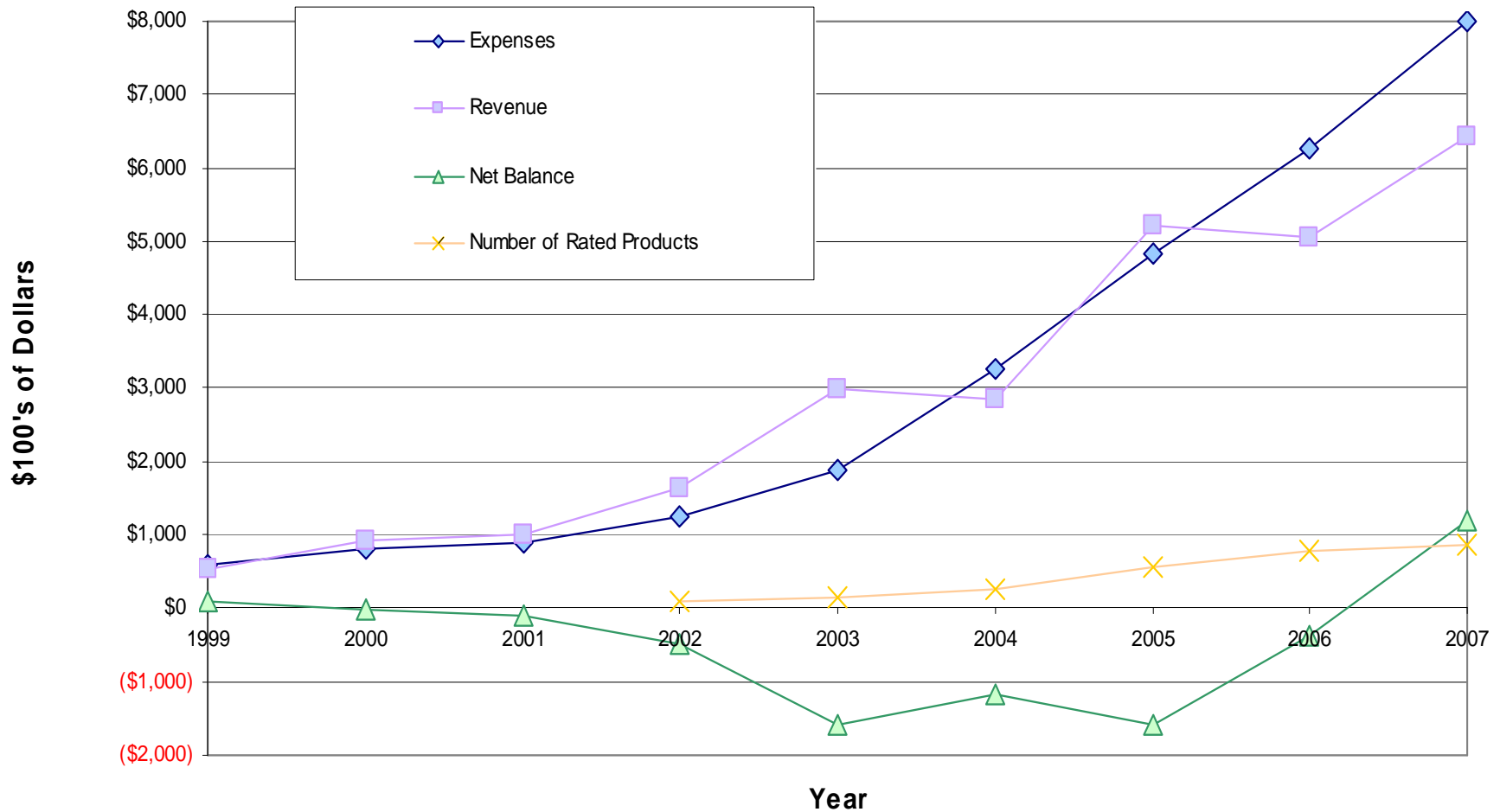
## Elimination of Net Deficit

Increase in Unrestricted Net Assets	157,944	120,642
Unrestricted Deficit, Beginning of Year	<u>(38,078)</u>	<u>(158,720)</u>
<b>Unrestricted Net Assets (Deficit), End of Year</b>	<b><u>\$ 119,866</u></b>	<b><u>\$ (38,078)</u></b>

- Board expressed desire to build a financial cushion of 6 months operating expenses over the next three years.



# Historical Perspective







# 2008 Budget Summary Update

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

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

**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).**

Annual Membership Meeting 2008



# ANSI Accreditation

- 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).



# Accredited Standards Developer

- Application submitted to ANSI in December 2007
- ANSI's Executive Standards Subcommittee approved application
- Waiting for full committee vote



# CRRC-1 Changes

- CRRC-1 Program Manual split into two sections:
- Program
  - CRRC-specific requirements
- Standard
  - Sample preparation
  - Test methods



# Part 1. CRRC-1 Product Rating Program

- This Section is CRRC's proprietary use of the CRRC-1 Standard and rules for listing.
- Rules & requirements for:
  - CRRC-accredited laboratories
  - Test farms,
  - Licensing and product rating applications
  - Procedures for complaint resolutions and appeals.



# CRRC-1 Product Rating Program

- Can only be modified by approval of the CRRC Board of Directors  
(not part of the consensus document)



## Part 2. CRRC-1 Standard

- Current version of CRRC-1 Standard and future changes will be approved by a Consensus Body
  - Balanced: a mix of users, producers and general interest
  - Open to the public
- Will be forming Consensus Body soon





# CRRC-1 Standard

COOL ROOF  
RATING COUNCIL ® **continued**

- The Standard once approved can only be changed by joint approval of the Board and the consensus body.
- Requirements of the Standard
  - Scope
  - Conduct of tests
    - Initial reflectance & emittance
    - Aging & aged testing
  - Test Specimen Selection