Annual Membership Meeting
Peppermill Hotel & Resort
Reno, Nevada
June 17, 2009
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

- Staff Changes
- Growth Report
- Marketing Update
- Codes and Programs
- Random Testing
- ANSI Update
- Strategic Plan Update
CRRC Administrative Manager
Stephanie Stern ⇒ Sherry Hao
Media & Communications Coordinator
Michelle van Tijen ⇒ Julie Guyenet
Random Testing & Renewals & IT work
Kathleen Phu ⇒ New CRRC Associate
Applications Processing
Dave Sprowls ⇒ Melissa Rissman
Growth Report

Members 172  Licensees 162  Products 1361
Marketing Update

Outreach Activities 2008 - 2009

- Tradeshows
- Newsletters
- Publications
- Presentations
Tradeshows (2008-09)

**West Coast Green**
September 2008
San Jose, CA

**Greenbuild**
November 2008
Boston, MA

**International Roofing Expo**
February 2009
Las Vegas, NV

**Roofing Contractors Institute**
March 2009
Dallas, TX

**AIA Tradeshow**
May 2009
San Francisco, CA

**WSRCA Tradeshow**
June 2009
Reno, NV
Newsletters

• Distributed ‘Roofing Reflections’ Winter, Spring, Summer and Fall of 2008

• Email & Website posting

• Next issue – July 2009
Publications 2008-09

- Article published in Polish in the Izolacie magazine (Feb 2009)
- Article published in Chinese & English in the GreenArch magazine (1st Quarter 2009 – Volume 8)
- Upcoming: article in Interface magazine (August 09)
- Upcoming: article in Roofing Contractor magazine (Sept 09) also to be published in Environmental Design & Construction and Sustainable Facility
Publications 2008-09

- Continuing Education Course in GreenSource & on McGraw Hill CEC (April 2009) AIA & RCI approved

- Published Ecostructure Letter to the Editor in response to Tom Hutchinson article “Challenging What’s Cool: Is the Exponential Growth of Cool Roofing an Impending Catastrophe”

- Currently receiving much press on cool roofing
Presentations 2008-09

• LBNL Urban Heat Island Conference – Sept 08
• Metal Coating Association (MCA) – Jan 09
• Tile Roofing Institute (TRI) Spring Forum – April 09

• International presentations
  – Jordan (Sept 08) – China (March 09)
  – India (Dec 08)
Codes and Programs

Comments submitted regarding:

• LEED 2009

• ICC-ES Evaluation Guideline for Determination of Solar Reflectance Index and Thermal Emittance Value of Roof Covering Materials
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
  – 12 awaiting Contractor / Distributor
  – 42 awaiting 3rd Party Retrieval
  – 7 Sampling Kits sent
  – 4 pending testing
  – 10 awaiting results
  – 4 discontinued / terminated
Annual Membership Meeting 2009

Random Testing History

- Number pending
- Number unavailable
- Number failed
- Number passed

Year:
- 2004: 9 (pending), 0 (unavailable), 0 (failed), 0 (passed)
- 2005: 28 (pending), 7 (unavailable), 1 (failed), 0 (passed)
- 2006: 31 (pending), 4 (unavailable), 0 (failed), 0 (passed)
- 2007: 44 (pending), 9 (unavailable), 0 (failed), 0 (passed)
- 2008: 52 (pending), 5 (unavailable), 4 (failed), 0 (passed)
Overview of the process of the CRRC-1 Standard to become an American National Standard
Background Information

• What is the CRRC-1 Standard?

The CRRC-1 Standard is a standard for the measurement of initial and aged solar reflectance and thermal emittance of roofing products. It is the portion of the CRRC’s Program Manual that describes sample preparation and testing procedures.

• What is ANSI?

The American National Standards Institute (ANSI) is a distinguished non-profit organization that coordinates the development of voluntary consensus standards through its Essential Requirements, which require the process for standards development to be fair, open, and balanced.

The CRRC become an Accredited Standards Developer and is undergoing consensus review of its standard as part of the organization’s commitment to have a fair and open process for standards development.
## Brief Overview of Process

<table>
<thead>
<tr>
<th>Date</th>
<th>Step</th>
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<tr>
<td>September 2007</td>
<td>CRRC became ANSI Accredited Standards Developer</td>
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<td>September 2007-January 2008</td>
<td>CRRC ANSI Standard committee met to develop the CRRC-1 Standard</td>
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<tr>
<td>January 16, 2008</td>
<td>CRRC-1 Standard Draft Presented to CRRC BOD</td>
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<td>October 13- December 8, 2008</td>
<td>1st Public Comment Period and Consensus Body Review</td>
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<tr>
<td>April 14 through May 28, 2009</td>
<td>2nd Public Comment Period and Consensus Body Review on Significant Changes</td>
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<td>June 12, 2009</td>
<td>Consensus Body Review of Comments and Vote to Approve Standard</td>
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## Next Steps

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<tr>
<td>June 19- July 20, 2009</td>
<td>Opportunity for Consensus Body Members with a “NO” vote to appeal</td>
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<tr>
<td>July 31, 2009</td>
<td>Consensus Body: Consensus Achievement</td>
</tr>
<tr>
<td>September 2009 BOD Meeting</td>
<td>Board Vote for Approval of CRRC-1 Standard</td>
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<tr>
<td>October 2009</td>
<td>Submit the CRRC-1 Standard to ANSI to become an American National Standard</td>
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### Strategic Plan Update

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<tr>
<th>Event Description</th>
<th>Date</th>
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<tr>
<td>Strategic Planning process kicked off</td>
<td>July 2008</td>
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<tr>
<td>Planning Committee formed</td>
<td>September 2008</td>
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<td>BOD approved the CRRC Vision Statement</td>
<td>November 2008</td>
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<tr>
<td>Planning Committee presented final draft version to the BOD</td>
<td>June 2009</td>
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<tr>
<td>Anticipate final BOD approved Plan</td>
<td>Fall 2009</td>
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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.