



Annual Membership Meeting

Marriott Crystal Gateway

June 8, 2007



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.

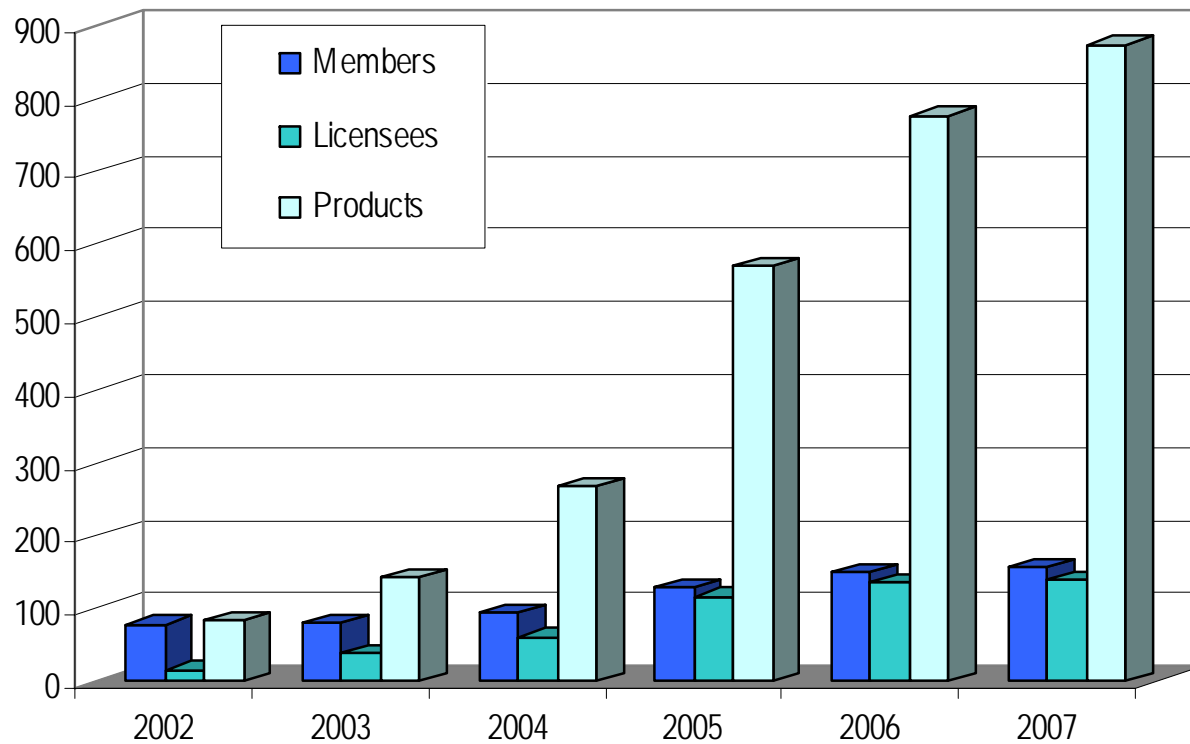


Administrative Update

- Growth Report
- CRRC-1 Changes
- 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





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?*

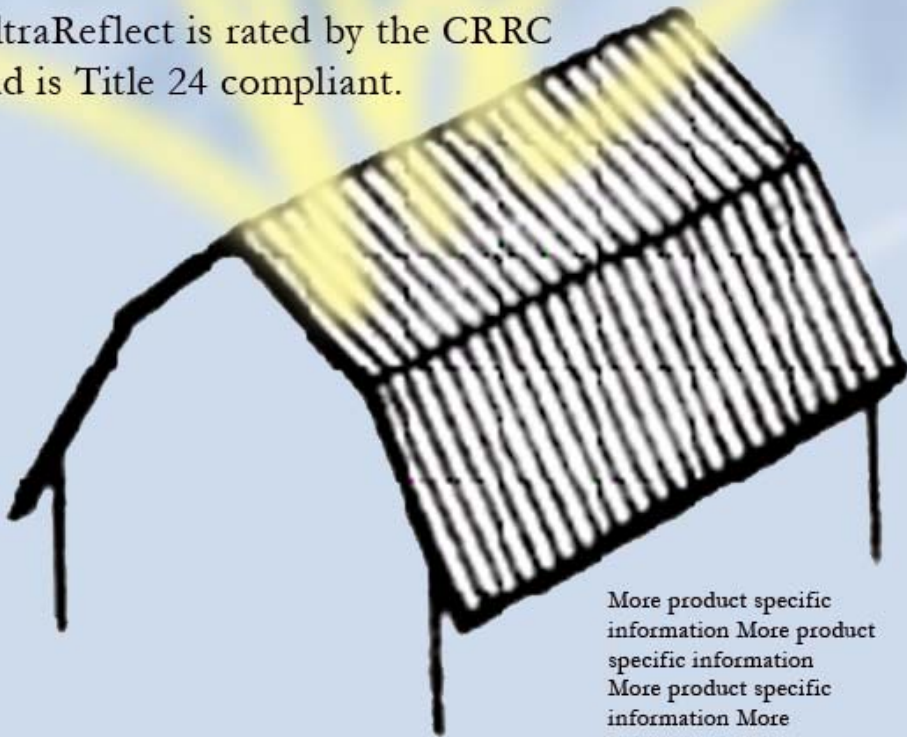
A: Yes, but only when the Logo is positioned in such a way that it meets the following criteria:

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.



More product specific information More product specific information More product specific information More product specific information.



- 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

		<u>Initial</u>	<u>Weathered</u>
	Solar Reflectance	0.00	Pending
	Thermal Emittance	0.00	Pending
	Rated Product ID Number	-----	
	Licensed Seller ID Number	-----	
	Classification	Production Line	
<p>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.</p> <p>Manufacturer of product stipulates that these ratings were determined in accordance with the applicable Cool Roof Rating Council procedures.</p>			



**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

About the CRRC

Product Rating Program

Rated Products Directory

CRRC Members

CRRC News

Become a Member

How Do I

Contact Us

Cool Roof Links

Home

Rated Products Directory [[show all products](#)]

(last updated 18 May 2007 18:33 EDT)

Keywords:



Product Type:

- All
- Selected:
- Built-up Roofing (incld 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

Directory of Rated Products

[About California Title 24](#)

[About USGBC's LEED](#)





Search Form (cont.)

Product Sold To: All Markets End-User Roofing Manufacturer

Manufacturer: (121)

Brand: (332)

Model: (680)

Min. Solar Reflectance: (between 0 and 1.0)

Min. Thermal Emittance: (between 0 and 1.0)

Slope: All Products Low ($\leq 2:12$) Steep ($> 2:12$)

CRRRC 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.

Directory of Rated Products

Rated Products Directory: Search Results [[new search](#)] [[print friendly view](#)]

(last updated 18 May 2007 18:33 EDT)

Showing Search Results for ALL PRODUCTS.



[previous](#) | [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#) [13](#) [14](#) [15](#) [16](#) [17](#) [18](#) [19](#) [20](#) [21](#) [22](#) [23](#) [24](#) [25](#) [26](#) [27](#) [28](#) [29](#) [30](#) [31](#) [32](#) [33](#) [34](#) [35](#) | [next](#)

(showing records 1 - 25 of 851)

25 Records per Page

CRRCC Prod. ID (sorted +)	Manufacturer Information	Brand	Model	Product Type	Solar Reflect.		Therm Emit.		Slope Application
					init	3 yr	init	3 yr	
0608-0001	Firestone Building Products LLC Carter Slusher (317-575-7117)	AcryliTop	PC-100 Gray	Field-Applied Coating	0.32	pending	0.88	pending	Low/Steep
0608-0002	Firestone Building Products LLC Carter Slusher (317-575-7117)	AcryliTop	PC-100 Tan	Field-Applied Coating	0.53	pending	0.88	pending	Low/Steep
0608-0003	Firestone Building Products LLC Carter Slusher (317-575-7117)	AcryliTop	PC-100 White	Field-Applied Coating	0.82	pending	0.87	pending	Low/Steep
0608-0004	Firestone Building Products LLC Carter Slusher	RubberGard	EPDM Black	Single-Ply-Thermoset	0.06	pending	0.82	pending	Low/Steep



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 Forms

CRRC Aged Product Rating Application
COOL ROOF RATING COUNCIL

1730 Eboonaker Avenue • Oakland, CA 94612 • Toll-free (866) 465-2523 • Fax (510) 482-4421 • www.coolroofs.org

The form should be used once a product has completed three-year weathering and a Test Results Report has been received from the AITL. Please submit this form along with the Test Results Report for Aged Ratings and a completed Test Farm Notification to the CRRC or an OM Rating Authorization for products that rely on an OM Product Rating.

1. CRRC Licensed Seller/OM Company Name	2. Contact Name
3. Company Address	4. Email Address
5. Phone Number	6. CRRC Licensed Seller/OM ID and Product ID
7. Ratings Program Protocol (check only one): <input type="checkbox"/> Standard Product <input type="checkbox"/> Color Family Group Representative Element	8. Product Identification Information (as it appears on the CRRC Product Directory) Brand Name: Model Name/Number:
9. Rated or Default ¹ Value: to be used on labels and in directory listing (if you selected 'standard product' in box 7 above then reported values may not exceed the average for all tests in Test Results Report. If you selected 'color family' in box 7 above, then reported values may not exceed the lower of the AITL measured aged values of the Color Family Representative Element or initial default values reported from Table 1 in Procedure 5. Please report values as decimals with 2 significant figures: Solar Reflectance _____ Thermal Emittance _____	
10. Laboratory ID (AITL)	11. Lab Report ID (AITL)
12. CRRC Color Family Name From Table 1, Procedure 3 (Complete this box only if 'color family' is checked in box 7)	
13. Test Method Used Check the appropriate test methods as indicated on the Test Results Report (CRRC-F-2): <input type="checkbox"/> E908 Test Report Date _____ <input type="checkbox"/> E1918 Test Report Date _____ <input type="checkbox"/> C1549 Test Report Date _____ <input type="checkbox"/> C1371 Test Report Date _____ <input type="checkbox"/> CRRC-1 Method #1 Date _____	
25. Report Prepared By: Responsible Person's Signature _____ Date _____ Responsible Person's Name (printed) _____ Title _____	
FOR CRRC USE ONLY	Date: _____ Approved By: _____

¹ Default¹ values only apply to Color Family Products (factory-applied metal coatings or factory-coated metal products that have been initially tested as Color Family Products).

CRRC-F-11 Aged Product Rating Application - 2/22/07 Page 1 of 1

CRRC AGED Test Results Report
COOL ROOF RATING COUNCIL

1730 Eboonaker Avenue • Oakland, CA 94612 • Toll-free (866) 465-2523 • Fax (510) 482-4421 • www.coolroofs.org

Note: Upon receiving notification of completion of three-year weathering from the Test Farm, Licensees shall coordinate with an AITL to conduct the Aged Testing and shall supply the AITL with this Aged Test Results Report form with Section A completed. The AITL shall conduct the testing, complete section B and return the completed form to the Licensee. The Licensee shall submit the completed form and a completed Aged Product Rating Application (CRRC-F-12) to the CRRC. It is the responsibility of the Licensee to ensure that the product description on the Aged Test Results Report matches the product description on the Initial Test Results Report for the AITL and CRRC's identification purposes.

Section A: 1-12: 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. Contact Name
3. Company Address	4. CRRC License Seller/OM ID Number
5. Email Address	6. Phone Voice
7. Product/Brand Name and Model Name/Number	8. Brief Description (incl. color)
9. Product Type	10. CRRC Product ID Number

Section B: 13-18: Accredited Independent Testing Laboratory AGED Test Results and Signature (this section to be filled out by AITL only)

13. Laboratory Name	14. Lab report ID (Aged Ratings)				
15. Tested Aged Radiative Properties:					
15a. Hot/Humid Climate Exposure		15b. Cold/Temperate Exposure		15c. Hot/Dry Climate Exposure	
Panel ID	Solar Reflectance	Thermal Emittance	Panel ID	Solar Reflectance	Thermal Emittance
1. _____	_____	_____	1. _____	_____	_____
2. _____	_____	_____	2. _____	_____	_____
3. _____	_____	_____	3. _____	_____	_____
15d. Results if preparing samples according to CRRC-1 Section 3.5 E (using CRRC-1 Method #1): Sample 1 (Batch A&B): SR _____ / TE _____ Sample 2 (Batch A&B): SR _____ / TE _____ Sample 3 (Batch A&B): SR _____ / TE _____					
15e. Averages for all initial tests (2 decimal places): Solar Reflectance (SR) _____ Thermal Emittance (TE) _____					
15f. Air mass of 1.5 used in reflectance measurement: <input type="checkbox"/> (check box to confirm)					

CRRC-F-13 AGED Test Results Report -5/31/07 Page 1 of 2



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



Improvements to Random Testing

- 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

Know What's COOL
Cool Roofs and the Cool Roof Rating Council

COOL ROOFING IS THE FASTEST GROWING SECTOR OF THE ROOFING INDUSTRY

Cool roofs are on the rise due to a recognition that cool roofs can help building or home be more comfortable and energy-efficient. The variety of cool roofing products is also growing. Cool roofing is now available in all types of materials, from field-applied coatings and factory-applied cap sheets and single-ply membranes to tiles. There are even "cool" dark-colored products, so no matter what roof type you are interested in, you can find a "cool" roofing product to meet your needs.

The Cool Roof Rating Council's new Product Directory can help you find the right roofing product to meet your needs.

Know What's COOL
Cool Roofs and the Cool Roof Rating Council
for Architects, Roof Specifiers, Consultants and Contractors

YOU want a reliable source of information about roofing products.

YOUR CLIENT wants a roof that provides optimal performance, comfort and aesthetics.

EVERYBODY wants credible roof performance data at their fingertips.

THE COOL ROOF RATING COUNCIL is the *only* rating system providing independent, reliable roof performance data.

"Cool" roofing is the fastest growing sector of the roofing industry, thanks to increasing awareness of the benefits of cool roofs. Use our online Rated Products Directory to help you specify a roofing product that meets your client's needs.

Know What's COOL
Cool Roof Rating Council
and Other Cool Roof Codes and Programs

Cool Roof Rating Council
ENERGY STAR
Title 24
City of Chicago
International Energy Conservation Code
ASHRAE
USGBC LEED
Green Globes
Utility Rebate Programs

Recognition of these benefits has led to the inclusion of cool roof measures in energy codes and other building codes. Cool roofing as part of green building initiatives tend to address energy performance as a whole, while energy codes and rating programs focus more directly on energy performance. Cool roofing performance is a vital component of sustainable building. Cool roofs offer significant energy savings, reduce peak demand, and save utilities offer rebates for cool roofing materials.

For more information and updates on any of the following codes or programs, please contact your local utility or the organization directly.

Know What's COOL
Cool Roof Rating Council
for Roofing Product Manufacturers and Sellers

You want to stay ahead of the ever-changing roofing marketplace, while supplying products that comply with emerging green building programs and local codes.

Your customers want quality roofing products that provide optimal performance, occupant comfort, and energy efficiency.

The Cool Roof Rating Council can help! The CRRC is a non-profit membership organization comprised of roofing product manufacturers and sellers, trade associations, regulatory agencies, and other stakeholders.

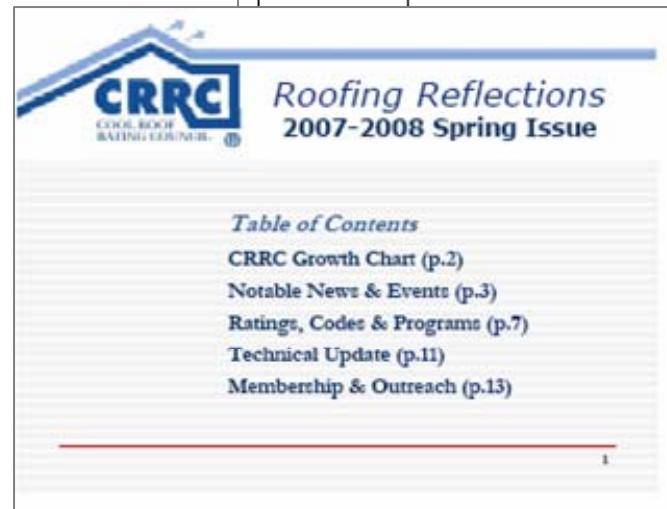
The CRRC is a leading national association for the roofing industry.

- CRRC leads, develops, reviews, updates, and publishes the Cool Roof Product Directory to help roofing product manufacturers and sellers.
- The CRRC Product Directory is a leading industry resource for roofing product manufacturers and sellers.
- The CRRC is an industry leader in providing information and education to the public.



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

The screenshot shows the CRRC website interface. On the left is a vertical navigation menu with the following items: About the CRRC, Product Rating Program, Rated Products Directory, CRRC Members, CRRC News, Become a Member, How Do I, Contact Us, Cool Roof Links, and Home. The main content area is titled 'Frequently Asked Questions' and is divided into three sections:

- General Questions about the CRRC**
 - [About the CRRC](#)
 - [Membership](#)
 - [Licensing](#)
 - [Logo/Label](#)
 - [Product Rating and the Rated Products Directory](#)
 - [Testing & ASTM Standards](#)
 - [Random Testing Program](#)
- General Cool Roofing Questions**
 - [Cool roof costs](#)
 - [Specific product questions](#)
 - [Heating in winter](#)
 - [Radiative Properties](#) (Solar Reflectance, Thermal Emittance and Solar Reflectance Index (SRI))
- Other Rating Systems, Codes, and Programs**
 - [Roof Rating Programs](#)
 - [Energy Codes](#)

A 'How Do I' link is visible in the top right of the main content area, and a background image of a modern building is partially visible on the right side of the page.



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



2005-06 Revenues

Cool Roof Rating Council, Inc.

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

DRAFT as of May 18, 2007, to be used only for management discussion purposes; engagement is incomplete; this draft is subject to final review and possible revision.

Revenues

	<u>2006</u>	<u>2005</u>
Program Revenue	\$ 496,400	\$ 397,213
Membership Dues	97,022	60,608
Conferences and Meetings	21,900	18,625
Test Lab Training	8,000	5,583
Miscellaneous	<u>2,800</u>	<u>-</u>
Total Revenues	<u>626,122</u>	<u>482,029</u>



Reduction in Net Deficit

Increase (Decrease) in Unrestricted Deficit	120,642	(40,851)
Unrestricted Deficit, Beginning of Year	<u>(158,720)</u>	<u>(117,869)</u>
Unrestricted Deficit, End of Year	<u>\$ (38,078)</u>	<u>\$ (158,720)</u>



2005-06 Program Service Expenses

Expenses

Program Services

Licensing and Other Member Programs	316,224	314,440
Legal - Issues	27,568	31,098
Meetings	20,891	14,178
Test Lab Training and Certification	13,644	5,953
Marketing	5,819	2,179
Other	1,441	1,173
Website Development and Maintenance	639	6,176
Total Program Services Expenses	<u>386,226</u>	<u>375,197</u>



2005-06 Management Expenses

Management and General		
Management and Support Services	97,988	127,016
Consulting	12,356	12,912
Accounting	5,885	4,310
Insurance	1,802	1,638
Bank Charges	640	488
Printing and Stationery	511	897
Office Supplies	72	422
	<hr/>	<hr/>
Total Management and General Expenses	119,254	147,683
	<hr/>	<hr/>
Total Expenses	505,480	522,880
	<hr/>	<hr/>



2007 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
<i>Projected Annual for 2007</i>	\$735,505	\$623,025	\$25,000	88%	\$87,480
<i>Actual Received/Expended Through April 2007</i>	\$702,410	\$161,125	\$25,000	26%	\$516,285
% of Projection Received/Expended	96%	26%			
% of Year Completed (calendar/contract)	33%	25%			
	Jan - Apr	Feb - Apr			

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 2007



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).



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



ANSI Application Process

- 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