



Annual Membership Meeting

Peppermill Resort Spa Casino
Reno, Nevada
June 9, 2011



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 9, 2011



Outline

- Board Update
- Growth Report
- Rating Program Update
- Website Update
- Staff Changes
- Marketing Update
- Random Testing



Board Update

2011-2012 Board Members

Class A Members

James Baker, ARMA

Greg Crawford, AISI

George Daisey, Dow
Chemical Co.

Mike Ennis, SPRI

Marty Hastings, Dura Coat

Rick Olson, TRI

Class B Members

Payam Bozorgchami, CEC

Phil Dregger, RCI – Technical
Roof Services, Inc.

Jim Hoff, CEIR

Bipin Shah, Winbuild, Inc.

Peter Turnbull, PG&E



Board Officer Positions

Board Office Positions	June 2010- June 2011	June 2011- June 2012
Chair	Mike Ennis	Mike Ennis
Vice Chair	Jim Baker	Jim Baker
Treasurer	Marty Hastings	George Daisey
Secretary	Greg Crawford	Greg Crawford

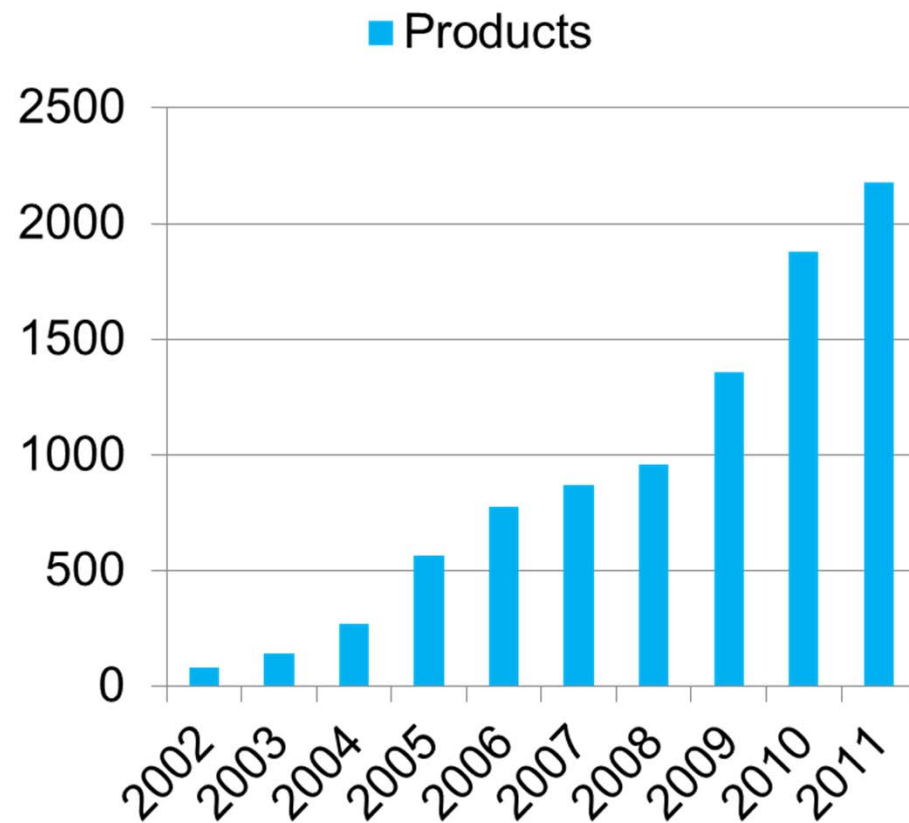


Growth Report

Members 192

Licenseses 196

Products 2176





CRRC Program Updates

- Became an ENERGY STAR Certification Body and established ES-CRRC
- Offering Lab Training twice this year
- Update to AITL/TF Evaluation Protocol
- Added mandatory annual AITL review workshop



Rating Program Updates

- Program Manual references CRRC-1 Standard for sample preparation and TMs
- Licensees can convert Standard Products into Color Family Elements
- LS products that reference OM CF ratings must list default values, not tested values



June 2011 BOD Votes

- Add disclaimer statement explaining Color Family default values to the CRRC Rated Products Directory
- Licensees cannot elect to post lower SR and TE values than measured
- No late fees for membership renewals
- Licensee fees based on general roofing product sales, not CRRC product sales



June 2011 BOD Votes

- ES-CRRC Program Manual approved
- When single ply fleeceback products are selected for random testing under a compound rating, only the reflectance value will be considered.



Random Testing Results Report Addendum



Exhibit 9a – Board of Directors, June 8, 2011

Random Testing Results Report 2010

Addendum for Color Family Products & Single Ply Products

This section must be filled out for all Color Family Products:

CRRC Color Family (from Table 1 in CRRC Procedure #3)
1. Measured Color Properties, D2244 (see footnote ¹ for equipment set-up): L range value _____ a range value _____ b range value _____
2. The undersigned certifies that, to the best of his/her knowledge, the measurements contained herein are true and accurate (color measuring party or applicant if same): _____
Responsible Person's Signature _____ Date _____

This section must be filled out for all Single Ply Products:

1. Single Ply Thickness Test Results (5 measurements)
Trial Dry Film Thickness (mils)
1) _____
2) _____
3) _____



Updated CF Additional Element Application



Color Family Additional Element Test Results and Application

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

Section A; Boxes 1-14: Licensed Seller/Other Manufacturer and Product Information (this section to be filled out and signed by licensee prior to sending to AITL)

1. CRRC Licensed Seller/OM Company Name	2. CRRC License Seller/OM ID Number
3. Company Address	4. Contact Name
5. Email Address	6. Phone Voice
7. Product Identification Information (this will appear on the CRRC Rated Products Directory) 7a. Type of Company: <input type="checkbox"/> Licensed Seller <input type="checkbox"/> Other Manufacturer 7b. Brand Name: 7c. Model Name/Number: 7d. Manufacturer Color Name: 7e. Roofing Application: <input type="checkbox"/> Low Slope <input type="checkbox"/> Steep Slope 7f. Company or Product Webpage (the Directory will contain a hyperlink from the brand name): http:// _____	
7g. Product type: <input type="checkbox"/> Built-up Roofing <input type="checkbox"/> Shingles or Shakes	7h. Product Color (color(s) that best describe your product): <input type="checkbox"/> Red <input type="checkbox"/> Bright White



Product Fee Change: LS Referencing OM Ratings

ANNUAL PRODUCT FEES	
Production Line Roofing Products	
Standard Roofing Product – Initial	\$240
Standard Roofing Product – Renewal	\$120
Standard Product – LS Referencing OM Ratings – Initial	\$240
Standard Product – LS Referencing OM Ratings – Renewal	\$60
Color Families (<i>see definitions below for this section</i>)	
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



SRI Values on the Directory



CRRC Prod. ID	Manufacturer Information	Brand	Model	Color Category	Product Type	Solar Reflect.		Therm Emit.		SRI ⓘ		Slope Application
						init	3 yr	init	3 yr	init (sorted -)	3 yr	
0646-0021	APOC/Gardner-Gibson Inc. Dan White (813-248-2101)	APOC	256 White	Bright White	Field-Applied Coating	0.94	pending	0.89	pending	120	pending	Low/Steep
0646-0020	APOC/Gardner-Gibson Inc. Dan White (813-248-2101)	Black Jack	Maxx-Cool White	Bright White	Field-Applied Coating	0.94	pending	0.88	pending	120	pending	Low/Steep
0646-0022	APOC/Gardner-Gibson Inc. Dan White (813-248-2101)	RoofXTender	800 Bright White	Bright White	Field-Applied Coating	0.94	pending	0.89	pending	120	pending	Low/Steep
0626-0015	National Coatings Corporation Bill Kirn (810-265-9222)	AcryShield	A179 High Reflectance White	Bright White	Field-Applied Coating	0.93	pending	0.87	pending	118	pending	Low/Steep
0626-0006						0.92	0.87	0.87	0.88	117	110	Low/Steep
0674-0014						0.92	0.87	0.87	0.88	117	110	Low/Steep
0676-0023						0.91	0.78	0.87	0.89	115	97	Low/Steep
1116-0002						0.91	pending	0.85	pending	115	pending	Low/Steep
1116-0001						0.91	pending	0.84	pending	115	pending	Low/Steep
0996-0001	Anchor Coatings, Inc. Jason Frederick (352-728-0777)	Thermo-Flex	103		Field-Applied Coating	0.90	pending	0.85	pending	114	pending	Low/Steep
0646-0010	APOC/Gardner-Gibson Inc. Michael Hyer (727-531-4100)	APOC 232	White	Bright White	Factory or Field Applied Coating	0.90	0.80	0.89	0.87	114	99	Low/Steep
0646-0001	APOC/Gardner-Gibson Inc. Michael Hyer	APOC 252	White	Bright White	Factory or Field Applied Coating	0.90	0.77	0.87	0.90	114	96	Low/Steep

The page at <http://coolroofs.org> says:








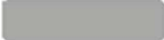








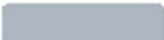



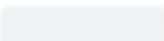



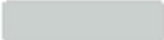

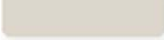


Initial and aged SRI values were calculated using ASTM standard E1980 with medium wind speed. The CRRC solar reflectance values were measured using ASTM C1549 or its variation CRRC-1 Test Method 1, with the exception of the following products which were tested using E1918 (0676-0041, 0676-0042, 0676-0043, and 1048-0001). The CRRC specifies that an air mass of 1.5 is used for all solar reflectance tests. The CRRC thermal emittance values were measured using ASTM C1371.

OK



Cool Communities

- Lawrence Berkeley National Laboratory's Heat Island Group is working on a consumer-friendly search tool for cool roofing products that meet California code requirements
- Results linked to the CRRC's Rated Product Directory
- The Heat Island Group asks Licensees to fill in all CRRC fields for all products, especially **color**
- Missing entries or incomplete product descriptions will leave your products out of search results

Slope	Material	Color	Standards	Rebates
 <p>Any</p>	 <p>Any</p>	 <p>Any Color</p>	 <p>Any Standards</p>	 <p>All Rebates</p>
 <p>Steep - (Greater than 2:12)</p>	 <p>Tiles or Slates</p>	 <p>Black</p>	 <p>CA Title 24 - (Residential, lightweight)</p>	 <p>PG&E - (10¢/ft²)</p>
 <p>Low (Less than or Equal to 2:12)</p>	 <p>Shingles or Shakes</p>	 <p>Brown</p>	 <p>CA Title 24 - (Residential, heavyweight)</p>	 <p>PG&E - (20¢/ft²)</p>
	 <p>Metal</p>	 <p>Blue</p>	 <p>CA Title 24 - (Residential, heavyweight)</p>	 <p>SMUD</p>
	 <p>Single Ply</p>	 <p>Off White</p>	 <p>CA Title 24 - (Residential, heavyweight)</p>	 <p>SMUD</p>
	 <p>Single Ply</p>	 <p>Grey</p>	 <p>Energy Star</p>	
		 <p>Tan</p>		
		 <p>Green</p>		
		 <p>Copper</p>		



Website Updates

- Added AITL test method capability to website
- Redesigning the CRRC website
 - Update look-and-feel
 - Restructure content
 - Streamline application process





2010-2011 Staff Changes

Technical Liaison

Kendra Kallevig-Childers

Random Testing & ES-CRRC

Ethan Guy

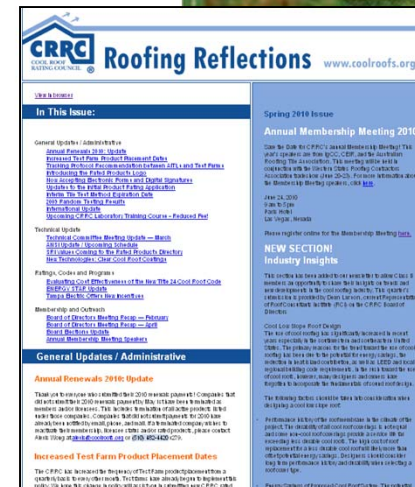




Marketing Update

Outreach Activities 2010-2011

- Tradeshows
- Newsletters
- Publications
- Presentations





Tradeshows (2010-11)

West Coast Green

October 2010

San Francisco, CA

Greenbuild

November 2010

Chicago, IL



International Roofing Expo

February 2010

Las Vegas, NV

WSRCA Tradeshow

June 2011

Reno, NV



Newsletters

- *Roofing Reflections*
- Email & Website posting
- Distributed quarterly
- Next issue – September 2011

CRRC Roofing Reflections www.coolroofs.org

[View in browser](#)

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Spring 2010 Issue

Annual Membership Meeting 2010

Save the date for CRRC's annual Membership Meeting! This year's speakers are from IPCC, CRRC, and the Australian Roofing Trade Association. The meeting will be held in conjunction with the Florida Code Roofing Contractors Association trade show at the JW Marriott. For more information about the Membership Meeting speakers, click [here](#).

June 24, 2010
 9 am to 5 pm
 Park Hotel
 Las Vegas, Nevada

Please register online for the Membership Meeting [here](#).

NEW SECTION!
Industry Insights

The section has been added to our newsletter to allow Class B members an opportunity to share their insight on trends and new developments in the cool roofing industry. The chapter's mission is to provide our members with a regular feature of Roofing Reflections in the CRRC or the CRRC Board of Directors.

Cool Low Slope Roof Design
 The use of cool roofing has significantly increased in recent years, especially in the commercial and residential United States. The primary reason for the trend toward the use of cool roofing has been due to the push for energy savings. The incentive to build and renovate, as well as LEED and local/regional building code requirements, is the key toward the use of cool roof. However, many designers and owners have difficulty to incorporate the advantages of cool roofing.

The following factors should be taken into consideration when designing a cool low slope roof:

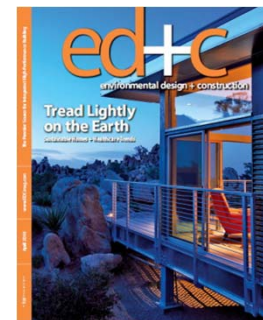
- Performance history of the roof membrane is the climate of the project. The durability of all cool roofing types is essential and clear, high-cool roofing types provide a variety of the exceeding best durable cool roof. The high-cool roof replacement for a less durable cool roof will be more than one step toward energy savings, designers should consider long term performance history and durability when selecting a roof cover type.
- Energy Savings of Proposed Cool Roof System. The potential





Publications 2010-11

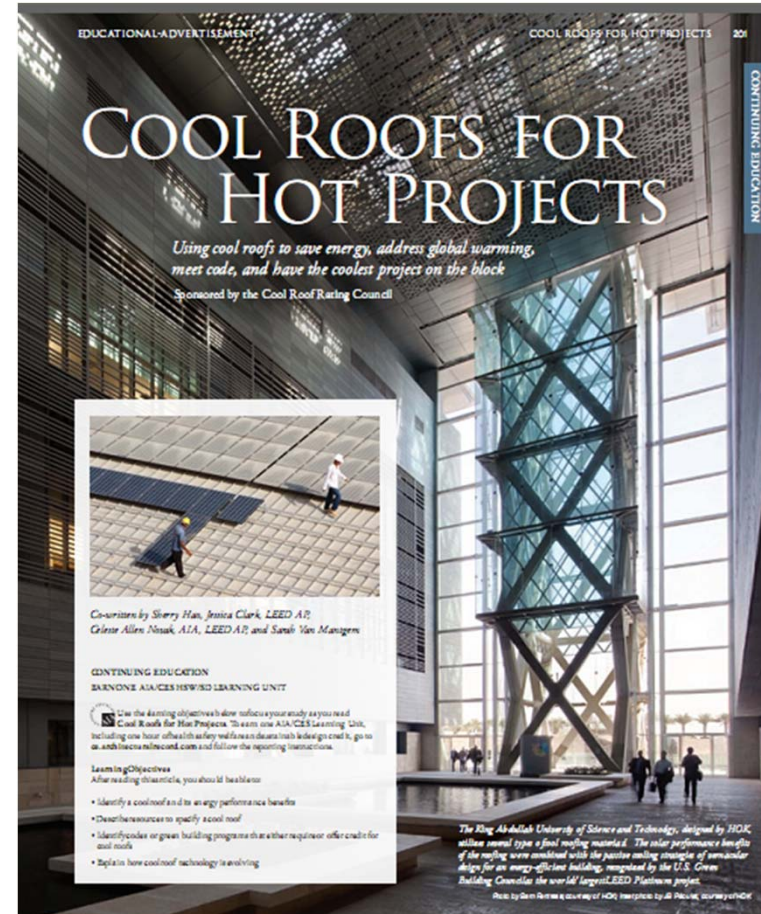
- Roofing Florida (Oct 2010)
- Environmental Design & Construction (Feb 2011)
- Cleaning & Maintenance Management Magazine (Apr 2011)





Continuing Education Course

- Updated AIA CEU course
- Appeared in May 2011 issue of Architectural Record magazine
- Previous course stats
 - Viewed online 112,000 times
 - 1,935 took the online test
 - 100% positive ratings





Presentations 2010-11

- Press Conference at Greenbuild – Nov 10
- International outreach under the DOE
 - September 2010 – Thailand – APEC CEEDS workshop on Energy Codes & Labeling
 - October 2010 – China – Cool Roof Working Group Meeting
 - October 2010 – Japan – Net Zero Energy Buildings Workshop
 - February 2011 – LBNL International Cool Roof Training Workshop
 - June 2011 – Thailand – APEC workshop on Rating & Labeling Infrastructure



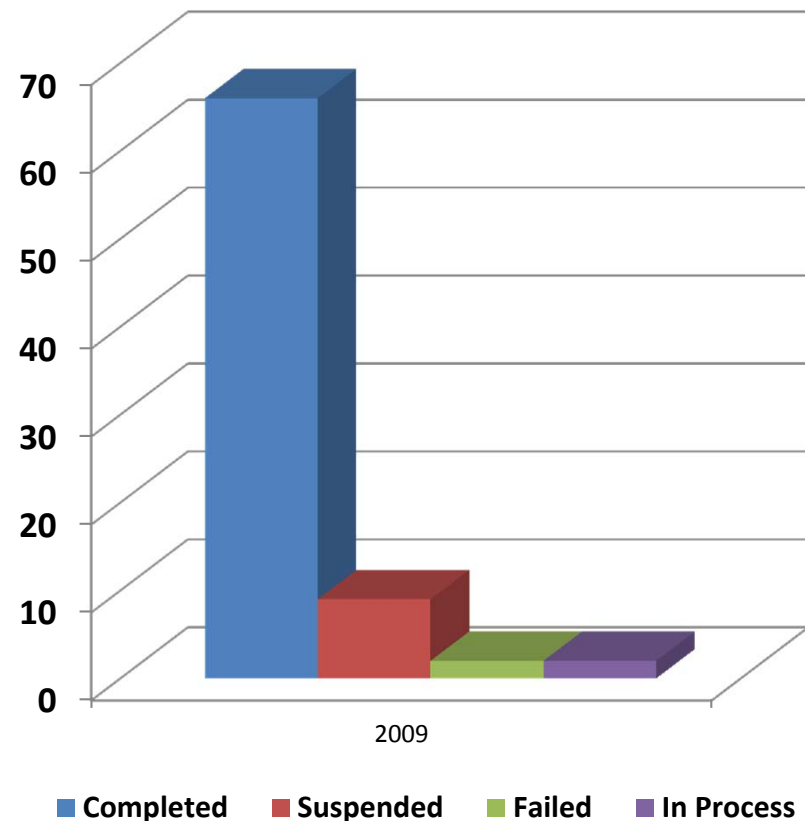
Random Testing

- Key component of CRRC's mission to provide accurate radiative property data
- 10% of Licensed Seller products selected each year
- California Energy Commission's Title 24 references CRRC as the sole supervisory entity for cool roof ratings



2009 Random Testing Report

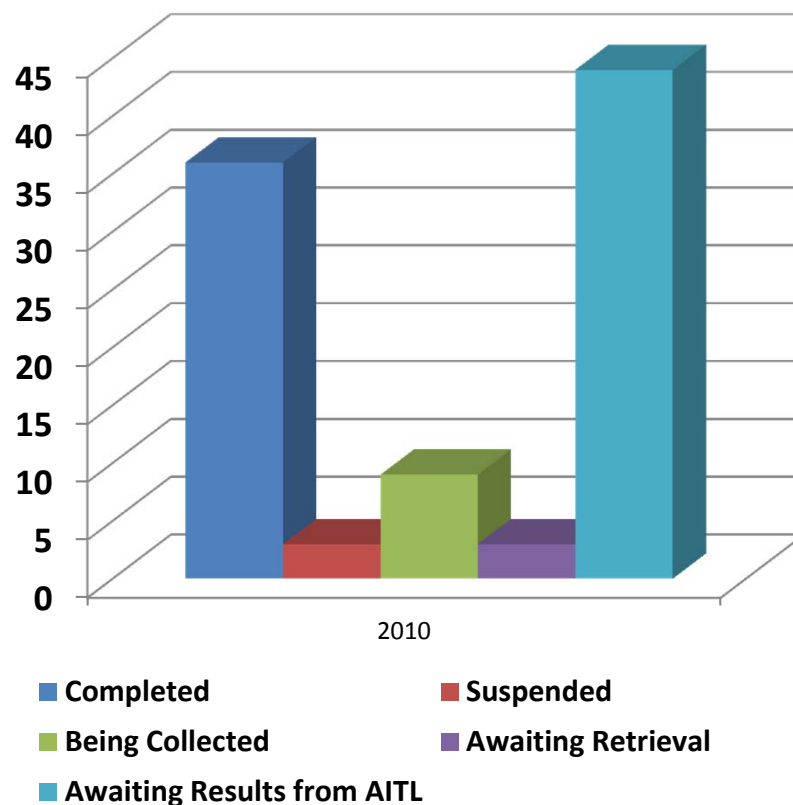
- 79 Products
 - 77 complete
 - 66 passed
 - 9 discontinued (suspended)
 - 2 failed
 - 2 in process
 - 2 failed and awaiting retest





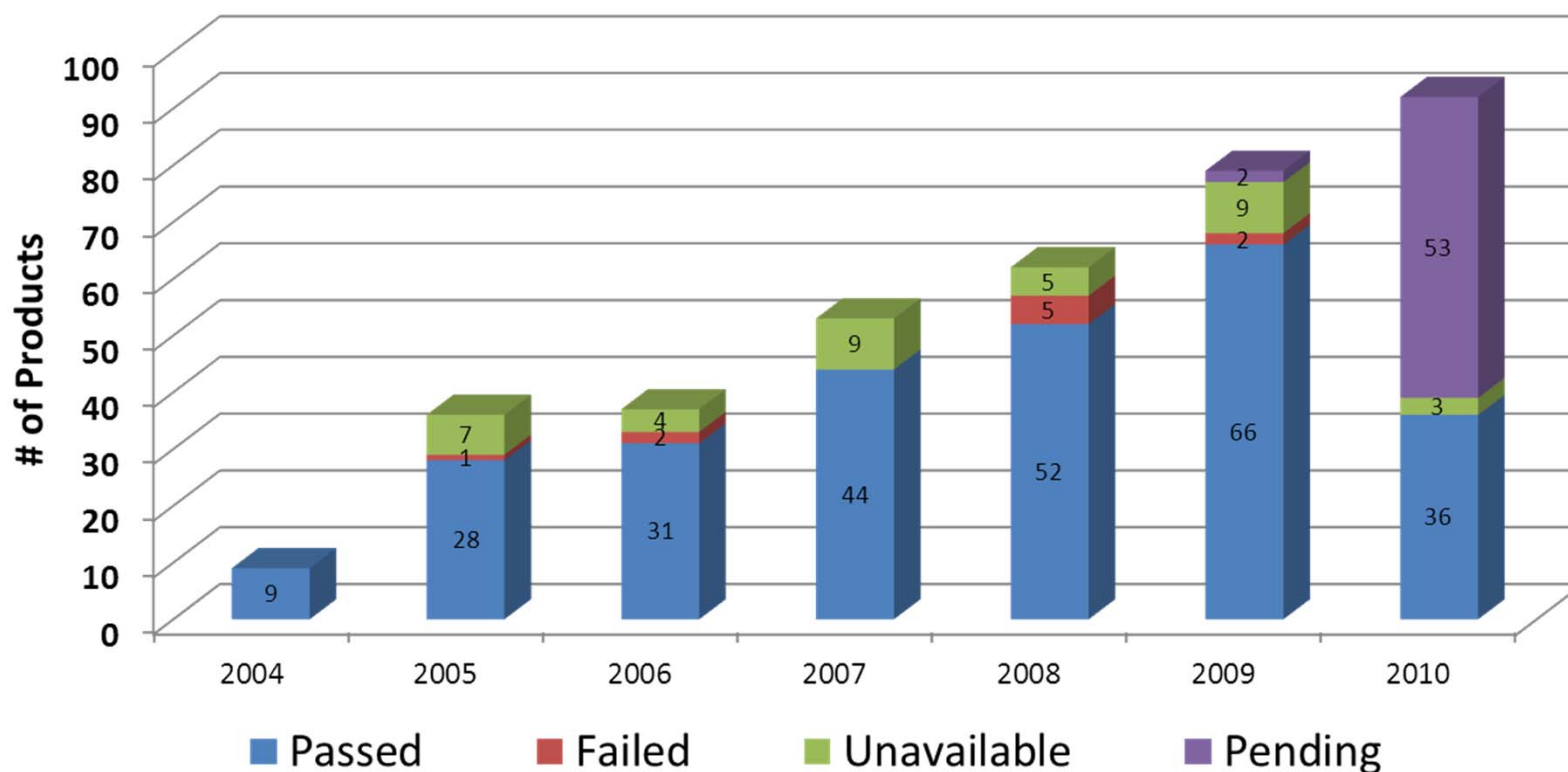
2010 Random Testing Report

- 92 Products
 - 39 complete
 - 36 passed
 - 3 discontinued (suspended)
 - 53 in process
 - 6 being collected from contractor / distributors
 - 3 awaiting 3rd party retrieval
 - 44 awaiting results from AITL





Random Testing History





2011 Random Testing

- 133 products selected
- New contracts with Architectural Testing, Inc. and RI Ogawa to select tile samples



Questions

