



# 2010 Summary of Accomplishments by Department

## Certification Agency Program

Scott R. Hanlon, Program Director

Sherri Wendt, CPC Associate

### Key Program 2010 Objectives

- Continue partnership with CAP and PCP Liaison Work
- IA Workshop: To be held after ever membership meeting via online
- Provide support regarding IG Certification
- Revise NFRC 702 and IA Operations Manual
- Streamline the inspection process that includes harmonization with the LAP; and updating the CAP internal documents and inspection check lists.
- Review and present language to develop off-site inspection process
- Modify the CAP documents to offer better clarity for all requirements (reporting, inspection).
- Provide support to the CMA when applicable.

### Summary of Accomplishments

- Supported the CPC for monthly and membership meetings
- Supported the Rating committee TGs conference calls when applicable
- Completed 2009 Periodic Review and Reports
- Completed 2010 Periodic Reviews
- Develop language in order to have CAP Workshops after each NFRC membership meeting.
- Supported CMA testing, IA involvement/training, and releases
- Introduced online inspection process
- Updated IA Operations Manual



## Major Goals/Priorities for 2011

- Continue partnership with CAP, PCP, and LAP Liaison Work
- Introduce online inspection permanently to CAP program on a every other year basis
- Provide support regarding IG Certification
- Develop PCP/CAP operation manual for NFRC Staff
- Revise NFRC 702 as necessary
- Revise NFRC 706 as necessary
- Support CMA program as necessary

## **Laboratory Accreditation Program**

Dennis Anderson, LAP Program Manager

Scott R. Hanlon, Program Director

### Key Program 2010 Objectives

**Main objective:** *to bring credibility and enforcement to the LAP.* This will be achieved by:

- New report format so that all lab inspection reports will be rendered to laboratories within 30 days of the inspection date.
- Complete the LAP Operating Policies Manual to comply with the APC requirements
- Modify the LAP documents to offer better clarity for all requirements (reporting, inspection).
- Modify the inspection process that includes harmonization with the CAP; and updating the LAP internal documents and inspection check lists for test procedures.
- Introduce Inspection process / protocols to develop off-site inspection process.
- Modify technical documents as necessary.
- Implement online workshops
- Support CMA program as necessary

### Summary of Accomplishments

- Held first two "after NFRC Meeting" online workshops for the simulation and testing labs. This was the first year of this new LAP requirement to hold these workshops within a few weeks after the meetings.



- Held three CMA ASL training webinars (February, June, November)
- Distributed Simulation ILC
- Distributed Thermal ILC, with a donated window by a non-NFRC certified window company, Northern Building Products.
- Completed all 2009 test and simulation lab inspections
- Completed three (3) 2010 simulation lab re-accreditation inspections.
- Accredited four (4) new simulation test laboratories, including one from the Philippines
- Helped LBNL revise 2010 Simulation Manual for W6/T6 software
- Facilitated mandatory workshops for all Certified Simulators to attend online Webinar on W6/T6.
- Revised NFRC technical documents as required – 100, 102, 200, etc.
- Supported various task groups
- Supported the CMA Program by testing the process for frame, spacer, laminate components approval process, as well as validation unit submittal process works in both CMAST and the CMA web server.
- Supported the APC, TIPC, and all subcommittees and task groups under the Technical Committee for membership meetings, which includes organizing all agendas, meeting times, minutes, ballots, and committee monthly calls.

#### Major Goals/Priorities for 2011

- Complete the LAP Operating Policies Manual to comply with the APC requirements
- Finalize 2010 TI Manual
- Streamline inspection reporting process to reduce NFRC staff time preparing them but not lose the pertinence of its distribution to the labs.
- Develop a monitoring of laboratories procedure when the rejection and non-compliance notice mechanism is implemented in the CPD system.
- Help PCP with Blind Verification Program (BVP)
- Modify/Revise LAP documents accordingly based on BVP process

NFRC Board of Directors

## **Product Certification Program**



Scott R. Hanlon, Program Director

Toni Stroud, PCP Associate

Robin Merrifield, Documents Coordinator

### Key Program 2010 Objectives

- To allow Staff to provide more advanced queries in CPD 2.0.
- Enhance and refining MFG and IA CPD 2.0 protocols and tools
- Revising new participant information requests by introducing and establishing a more automated process
- Revising internal manuals for all PCP processes
- Need to look at an education program for participants to understand the requirements of the PCP and CPD.
- Continue to update IG Certification discussion board and provide additional information to participants about the program
- NFRC Staff will govern the NFRC 600
- Maintain budget and roadmap for CPD 2.0

### Summary of Accomplishments

- With Board's approval NFRC Staff is governing the NFRC 600
- Monitoring of the CPD provided staff an understanding to the budgeting concerns that can be presented each year. With the support of the Board, established a "pay as you go" mechanism for user requested CPD related functions.
- With the support of the Board, introduced a fee for exemption and extension requests.
- Continue the process of moving towards digital documentation.
- Worked with Cornerstone to support the MFG, IA, and NFRC internal protocols with CPD 2.0.
- Maintained IG Certification discussion board and introduced initial and a second extension request forms.
- Began the process of editing NFRC Documents in format, grammar, spelling, and other editorial consistency.



- With update of new SQL software, staff is able to pull data
- Mapped out plan to automate participant processes

### Major Goals/Priorities for 2011

- Complete synchronizing all definitions in NFRC documents and the NFRC 600
- Continue to refine MFG and IA CPD 2.0 protocols and tools
- Complete the revision of new participant information requests by introducing and establishing a more automated process
- Continue the revision internal manuals for all PCP processes
- Need to look at an education program for participants to understand the requirements of the PCP and CPD
- CPD 2.0 manual for MFG
- Continue to update IG Certification discussion board and provide additional information to participants about the program
- Begin the process to finalize NFRC 100 and NFRC 200 for ANSI review
- On-going non-substantive editing of NFRC Documents for consistency
- Implement NFRC Blind Verification Program (BVP)

## **Component Modeling Approach Program**

John W. Lewis, Jr., Director, Business Development

### Key Program 2010 Objectives (and related Summary of Accomplishments)

- Effectively manage the 2010 CMA Program launch.
  - *Responded to departure of CMA Program Manager in late 2009, redistributed responsibilities amongst NFRC staff, successfully rolled out the program in early 2010.*
- Effectively manage the *Heschong Mahone Group* contracts (i.e., Outreach to the code community; Outreach to energy service providers).
  - *Both contracts were completed in 2010; HMG provided all deliverables and stayed within budget.*
- Respond to the change in California Title 24 energy code allowing punched windows.



- *NFRC staff worked with CEC's Nelson Pena and CMA Subcommittee chairs to develop appropriate language for NFRC 705 (subsequently approved by membership) that broadened the scope of the CMA Program to include 'punched windows.'*
- Finalize the License Agreement regarding the use of WINDOW and THERM in the NFRC CMAST software program.
  - *Working with legal counsel, the License Agreement was completed and executed by NFRC and LBNL.*
- Investigate opportunities related to investor owned utilities offering financial support for energy consultants and others interested in downloading and using CMAST.
  - *Worked with SCE and PG&E on possible opportunities for funding, it was determined that this was not realistic for 2010 as budgets are set well in advance, and did not include provisions for such funding.*
- Expand use of CMAST.
  - *Total users to-date: **400**. This number is much greater than originally budgeted, and speaks to much wider adoption of CMAST as a research and development tool. Training conducted in the Philippines also provides an international element to the CMA Community.*
- Facilitate Licensing of ACE Organizations.
  - *Seven (**7**) ACE Orgs have been licensed to date, including three Manufacturer ACE Organizations—EFCO Corporation, Benson Industries, LLC, and Curtain Wall Design & Consulting; and four Independent ACE Organizations, including WESTLab, Architectural Testing, Inc., Enermodal Engineering Ltd. and ALT ACE Organization.*
- Facilitate the growth of the ACE community.
  - *By year end, will have conducted six training sessions which will have generated over 90 ACE Individuals.*
- Facilitate development of CMAST Approved Frame Components.
  - ***1295** components are in the library to-date, including EFCO Corporation [**921**], Kawneer Company Inc. [**187**], TRACO [**87**], FM Graham [**30**], Wausau Windows and Wall Systems [**20**], Benson Industries, LLC [**14**], Peerless [**36**]*
- Facilitate development of CMAST Approved Spacer Components.
  - ***54** components are in the library to-date, including PPG Industries [**44**] and ADCO Products, Inc. [**10**]*
- Conduct training per requirements of the Continuing Education ACE Program (CEAP).
  - *The training session was conducted in December 2010*
- Facilitate issuance of CMAST Label Certificates.
  - *Twenty [**20**] have been issued to-date; EFCO Corporation has issued **17**; Skyview Glass, Stephens Enterprises and Pacific Glazing Contractors each issued **one***



- Implement a structure to address technical interpretations arising with the rollout of the CMA Program.
  - *TIPC was formally assigned the additional responsibility to address technical interpretations related to the ongoing activities of the CMA Program.*
- Develop a response and contingency plan to address bugs in CMAST as they arise.
  - *Set up weekly meeting with CMAST software subcontractor (Carli, Inc.) and successfully resolved issues as they cropped up, allowing the issuance of label certificates to continue.*
- Catalog and track bugs discovered during acceptance testing and document their resolution.
  - *This activity was begun in late 2009, and completed in January 2010.*
- Address variance in ratings derived with CMAST and with W6/T6.
  - *Subcontractor Carli, Inc. submitted an RFP at the NFRC New Orleans membership meeting, which was rejected; this is an ongoing open issue and will take membership support to resolve.*

#### Major Goals/Priorities for 2011 related to the CMA Program

- Ensure superior CMAST maintenance and support continues to be provided to the CMA community.
- Facilitate the development of CMAST 2.0, incorporating requested upgrades and enhancements (timeline is still being developed, and may well extend past 2011).
- Conduct CMA training sessions in conjunction with the ICC's *EduCode* program.
- Conduct ACE Training and additional CMA Program training to satisfy the demand.
- Continue the outreach activities associated with educating the broader fenestration community, code officials and other key stakeholders about the advantages of the CMA program.
- Create a viable business plan for a new certification program for residential fenestration, incorporating the best of the CMA Program and the Traditional Program.
- Ensure the CMA Program continues to grow, and generates \$200k in revenues.
- Facilitate the issuance of label certificates; an additional 80 by end of 2011 bringing the total to 100.
- Ensure the CMA Program receives \$300k in DOE funding.
- Facilitate the adoption of spandrel areas and complex products into the CMA Program
- Ensure the CMA Program is referenced by LEED, MasterSpec, ASHRAE and the EPA Energy Star Buildings Program.
- Develop a plan to ensure that CMAST is BIM and RFID enabled.
- International:
  - Establish key contacts in:
    - Brazil
    - China



- India
  - Indonesia
  - Middle East
  - South Africa
  - Ensure India becomes an NFRC International partner
  - Continue the expansion of the CMA Program in the international community
  - Facilitate the approval of at least one international ACE Organization
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### **Other Major Goals/Priorities for 2011**

- Become familiar with and participate in these National Institute of Building Sciences (NIBS) programs as appropriate:
  - Advanced and High Performance Building Council
  - Building Energy and Thermal Envelope Council (BETEC)
  - Whole Building Design Guide
  - The buildingSmart Alliance
  - The National BIM Standard
- Create a business plan for development of an NFRC *daylighting* rating
- Work with the Attachments Industry to develop a successful path forward for a Certification and Labeling Program.
- Create a Fact Sheet for window films (including U-factor).
- Work with EPA and DOE to create the guidelines for a Commercial Window Energy Star Program
- Continue to work on ASAE training towards fulfilling the requirements of the CAE program

## **Communications & Marketing Department**

Tom Herron, Communications & Marketing Manager

### **Introduction**

During 2010, the communications & marketing department (CMD) reached many of its goals while exceeding others. This report details how the CMD strategically implemented a unique combination of online and offline communications and marketing tools to increase knowledge and awareness of NFRC's activities and programs among the public, stakeholder organizations, and other relevant groups, particularly the building codes community.

This report also discusses how the CMD accomplished its goals approximately \$25,000 *under* budget for outside services and how it has aligned in-house resources to reduce the 2011 budget (compared to that of 2010) for outside services by \$80,350. The report then touches on a number of



accomplishments that were not specifically established as goals and concludes by detailing the CMD's broad-based activities and goals for 2011.

Finally, this report is formatted so the reader may easily compare the CMD's 2010 goals to its accomplishments to date.

### **CMD's 2010 Goals**

Throughout 2010, the CMD's overarching goal was to expand its outreach efforts to educate stakeholders, the public, and other relevant groups. Carrying out this mission involved the following objectives.

- Providing continually updated information through *NFRC News Now* and monitoring its effectiveness through Google Analytics.
- Using FaceBook and Twitter to educate NFRC target audiences and to build and refine relationships with a wide range of audiences.
- Updating and creating new fact sheets as needed.
- Increasing outreach by 30 percent.
- Expanding NFRC's Retailer Program.
- Refining Web content for stakeholders and the public.
- Establishing new speaking opportunities.
- Continuing to advertise in the ICC's *Building Safety Journal*.
- Engaging in trade press interviews, article publication, and other promotional opportunities as appropriate.
- Writing for specialty publications, contributing fenestration-related articles.
- Communicating NFRC-related news items to various target audiences through bulletins.

### **CMD's 2010 Accomplishments**

- Posted 187 news items on *NFRC News Now*, approximately one new item every other day. Monitored effectiveness using Google Analytics, which shows 6,013 visits and 9,471 page views year-to-date.
- Updated FaceBook and Twitter two to three times weekly with news and information related to NFRC's activities and programs. Acquired 133 followers on Twitter, including member companies, stakeholder organizations, and the general public.
- Updated three fact sheets and created seven new ones.
- Exceeded stakeholder outreach target goal by 15 percent. The 2010 goal was achieve 30 percent growth, and the CMD achieved 45 percent growth by exhibiting at 18 trade shows/conferences and participating in various meetings.
- Acquired seven new participants for NFRC's Retailer Program.



- Created three educational videos for NFRC's Website. Will complete four by the end of 2010.
- Established annual speaking engagements during the EduCode (Southern Nevada Chapter of the ICC) and Miami Green shows.
- Placed four advertisement's in the ICC's *Building Safety Journal*.
- Recorded PodCast with the Sustainable Buildings Industry Council (SBIC), which is posted on the NFRC and SBIC Websites.
- Published five NFRC-written articles in industry publications.
- Contributed written content to SBIC, Green Gopher Websites and *Construction Specifier* and *Builder* magazines.
- Wrote, edited, and distributed 136 bulletins/news releases on a wide range of NFRC-related topics.

### **Additional Activities and Accomplishments**

- Created guidelines for NFRC to receive financial compensation for providing onsite presentations.
- Responded to 526 Website inquiries.
- Created new membership brochure in conjunction with the membership manager.
- Served on Board of Directors for the SBIC.
- Attended monthly networking and educational meetings at the local U.S. Green Building Council's (USGBC) local chapter.

### **CMD Budget Information**

The CMD worked diligently throughout the year to implement NFRC's in-house talent to reduce expenditures with outside vendors. This effort proved extremely successful. Writing and editing, layout and design, meeting blog work, and Website developments are being performed nearly exclusively by NFRC staff. Accordingly, the CMD expects to finish 2010 well under Potomac Communications Group's (PCG) approved 2010 budget of \$240,350. Total expenditures with PCG will likely reach only about \$215,000, an approximate savings of \$25,350. As a result of implementing NFRC's in-house resources to complete a variety of communications projects, the CMD has drastically reduced its budget for outside service for 2011. The CMD has negotiated a budget of just \$160,000 with PCG for outside services during 2011. This is \$80,350 less than the \$240,350 originally slated for 2010.

### **CMD's Broad-Based Activities and Goals for 2011**

The CMD will expand its outreach initiatives in 2011, building even greater brand awareness and providing more comprehensive education among its target audiences through following activities.

- Develop a comprehensive online educational program, providing continuing education and individual NFRC accreditation.
- Maintain the NFRC label as a market advantage among manufacturers, both residential and commercial.



- Retain NFRC requirements in model codes and encourage state adoption of NFRC code requirements.
- Educate code officials on NFRC code requirements and encourage their continued enforcement.
- Educate architects and others in the design community on value of NFRC ratings and advocate for their utilization.
- Assist in broadening the adoption of CMA.
- Establish NFRC as a USGBC-Accredited educational provider.

### **CMD's Ongoing Initiatives**

The following initiatives are those that serve as the CMD's mainstay activities from year-to-year.

- Continually update *NFRC News Now* and other social media tools, providing timely fenestration-related information.
- Issue news bulletins and press releases on fenestration-related news to highly targeted audiences and track results to guide subsequent initiatives.
- Create new Web videos and new fact sheets, updating existing ones as needed.
- Exhibit at relevant trade shows and conference while seeking speaking opportunities around the U.S.
- Engage in trade press interviews, article publication, blog writing opportunities, and other opportunities as appropriate.
- Exhibit at various tradeshow, seek speaking opportunities, and attend various meetings as appropriate to continue educating consumers on how to use NFRC ratings to make informed choices regarding the products they buy.
- Continuing to invite representatives from key stakeholder groups to participate in NFRC meetings, e.g. as a keynote speaker during Opening Session, and in NFRC programs and activities.

### **International Program**

Ray McGowan, Senior Manager, Research & Technical Services

#### **Key Program 2010 Objectives**

- Contract with WinBuild as the International Coordinator
- Increase DOE cooperative agreement funding
- Obtain APEC cooperative agreement
- Work towards Chinese window labeling program via State Department agreement
- Work towards Indian window labeling program via DOE cooperative agreement



- Consult on thermal chamber construction with Indian CEPT
- Provide simulation training
- Modify building energy codes to accept window ratings
- Introduce window labeling to Middle Eastern building/construction authorities (Kuwait, Jordan)
- Support Australian and South African licensees
  - Accredit South African testing lab
  - Train South African simulator
  - Train Australian simulators
- Monitor Japanese window labeling harmonization activity

#### Summary of Accomplishments

- NFRC staff increased international harmonization funding by 255% from initial \$627,000 award to \$1,600,000 through FY14
- NFRC awarded \$50,000, one year cooperative agreement from Asia Pacific Economic Cooperative (APEC) to study window testing, rating, and labeling potential in APEC nations.
- NFRC staff closed FY04 to FY09 NFRC-US DOE cooperative agreement
- NFRC continued contract with WinBuild as the International Coordinator who delivered numerous achievements
- India
  - Continued working towards Indian window labeling program via DOE cooperative agreement
    - Glazing Society of India provided a letter of intent to sign an NFRC license agreement in January 2011
    - Thermal chamber construction with Indian CEPT nearly complete
    - Air leakage facility operational
    - Solar calorimeter operational
    - Provided simulation training
- WinBuild and SunPine presented NFRC window labeling program to Middle Eastern building/construction authorities
- WinBuild continues building energy code development and harmonization efforts in China
  - Limited progress in Chinese harmonization efforts
  - State department contract extended until December 31, 2011



- WinBuild attended Okinawan-(Japan) Hawaiian (US) study tour to discuss potential US-Japanese window labeling harmonization
- NFRC staff accredited south African thermal test chamber and provide simulation training
- NFRC staff provide simulation training for Australians
- NFRC staff provided software training, NFRC program information for ALT Cladding in the Philippines

#### Major Goals/Priorities for 2011

- Continue contract with WinBuild as the International Coordinator
- Increase international funding from DOE beyond the \$1,600,000 contractual amount toward the proposed \$8,000,000 from the original proposal through 2014
- Work towards Chinese window labeling program via State Department agreement
- Work towards Indian window labeling program via DOE cooperative agreement
  - Consult on solar calorimeter, air leakage, and thermal chamber construction and operation with Indian CEPT
  - Provide simulation training
  - Modify building energy codes to accept window ratings