



Marketing & Education Activities 2009 Implementation Report

Regulatory Affairs and Marketing Committee
November 16, 2009 * San Antonio, Tex.



NFRC News Now Goes 24/7

nfrcnews.blogspot.com



The screenshot shows a Blogger page for 'NFRC NEWS NOW'. The top navigation bar includes a search box, 'Share', 'Report Abuse', 'Next Blog', and 'Create Blog'. The main content area features two articles:

- 10/22/2009**
 - Baton Rouge Dealer Talks About Capabilities of CMAST**

During its first annual dealer meeting last month in New Orleans, Geoshield updated its dealers on the National Fenestration Rating Council's (NFRC) Component Modeling Approach (CMA) and its CMAST software.

Geoshield explained that the software enables an Accredited Calculation Entity (ACE) to print custom NFRC labels for specific windows.

Geoshield also mentioned that CMAST is compatible with EnergyPlus Software, which can be used to determine return on investment.

[Full Story](#)

Posted by NFRC at 3:45 PM [Links to this post](#)
 - 10/21/2009**
 - New Bill Offers Help to Consumers, Makers of Energy-efficient Windows, Doors, and Skylights**

Sen. Jay Rockefeller, a West Virginia Democrat, and Sen. Chuck

Sidebars on the right include:

- Blogger About Me**: Features the NFRC logo and a bio: "NFRC is a non-profit organization that administers the only uniform, independent rating and labeling system for the energy performance of windows, doors, skylights, and attachment products. [View my complete profile](#)"
- Blogger Follow NFRC on Twitter**: Lists a tweet: "Geoshield of Baton Rouge, La., held its first annual dealer"



Renewed Media Outreach

- CMA and attachments pitches
- New series of press releases
- Success to date:

AIA Ohio

DWM

U.S. Glass

Window Film

e-glass Weekly

W&D Weekly

- A spike in consumer press:

Atlanta

Charleston

Chicago

Grand Rapids

Kansas City

Philadelphia

Sacramento

San Jose

Wilkes-Barre



Outreach at Trade Shows



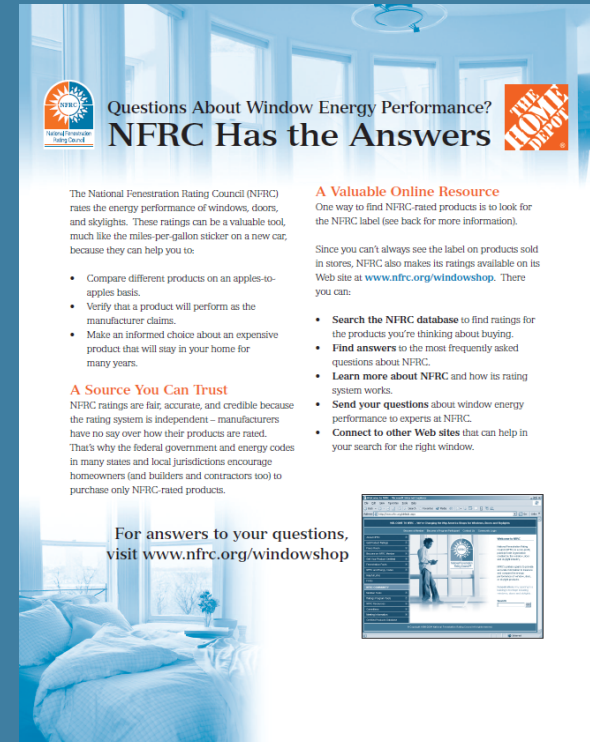
Rebirth of the Retailer Program

Tear sheets flowing into:

- Menard
- National Home Centers

Currently pursuing:

- 84 Lumber
- HOBO
- Home Depot
- JT's Lumber
- Parr
- Sutherlands



Questions About Window Energy Performance? NFRC Has the Answers

The National Fenestration Rating Council (NFRC) rates the energy performance of windows, doors, and skylights. These ratings can be a valuable tool, much like the miles-per-gallon sticker on a new car, because they can help you to:


- Compare different products on an apples-to-apples basis.
- Verify that a product will perform as the manufacturer claims.
- Make an informed choice about an expensive product that will stay in your home for many years.

A Source You Can Trust
NFRC ratings are fair, accurate, and credible because the rating system is independent – manufacturers have no say over how their products are rated. That's why the federal government and energy codes in many states and local jurisdictions encourage homeowners (and builders and contractors too) to purchase only NFRC-rated products.

A Valuable Online Resource
One way to find NFRC-rated products is to look for the NFRC label (see back for more information). Since you can't always see the label on products sold in stores, NFRC also makes its ratings available on its Web site at www.nfrc.org/windowshop. There you can:

- Search the NFRC database to find ratings for the products you're thinking about buying.
- Find answers to the most frequently asked questions about NFRC.
- Learn more about NFRC and how its rating system works.
- Send your questions about window energy performance to experts at NFRC.
- Connect to other Web sites that can help in your search for the right window.

For answers to your questions, visit www.nfrc.org/windowshop



New and Updated Fact Sheets

- Tax credits
- Heat loss
- CMA Program
- VT
- IG Certification
- Skylights/TDDs
- Title 24



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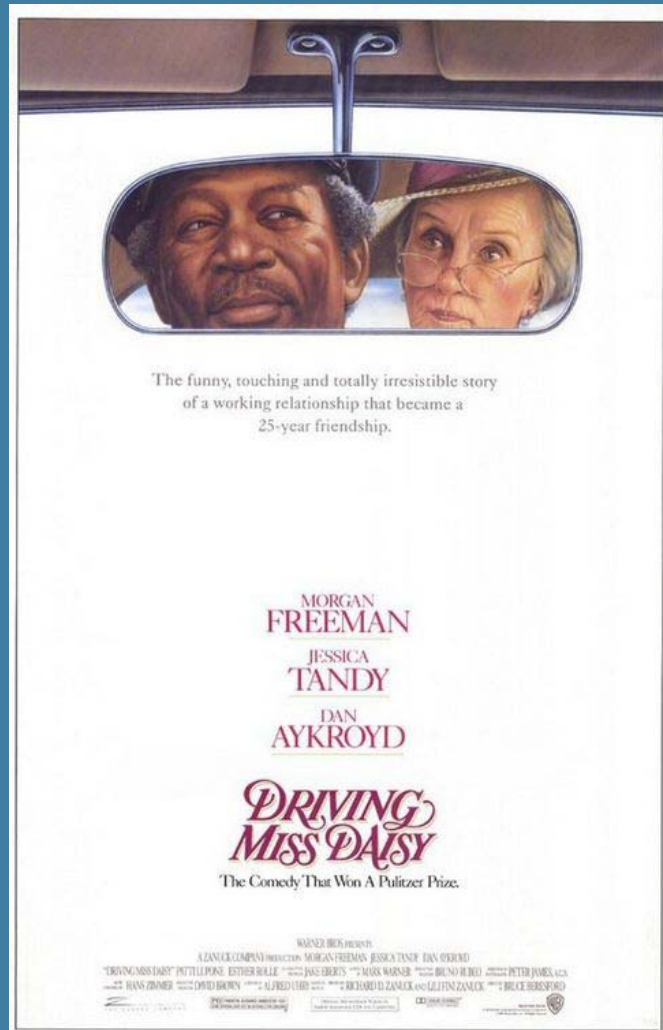
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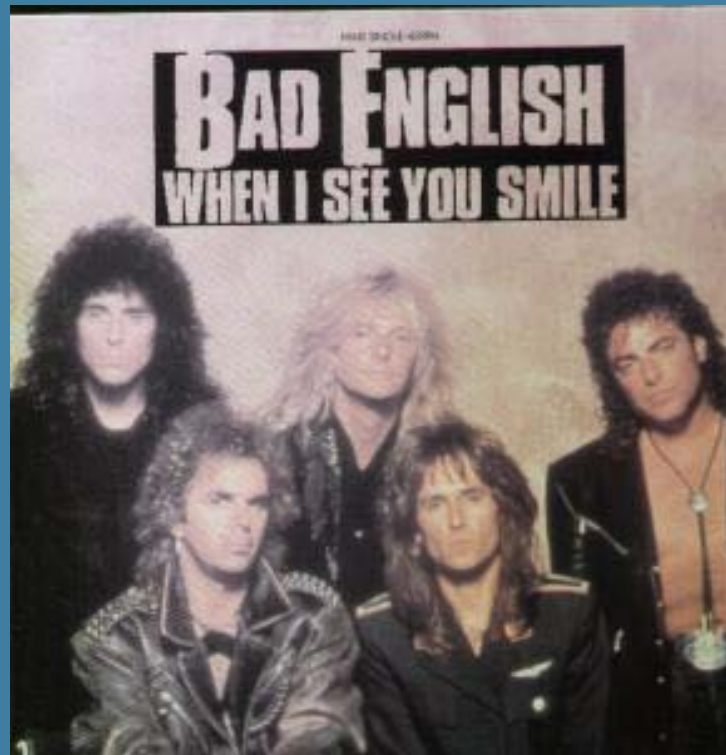
1989 Quiz

Which movie won Best Picture?



1989 Quiz

3. What was the #1 song this week in 1989?



1989 Quiz

Who was Secretary General of the UN?



Javier Pérez de Cuéllar

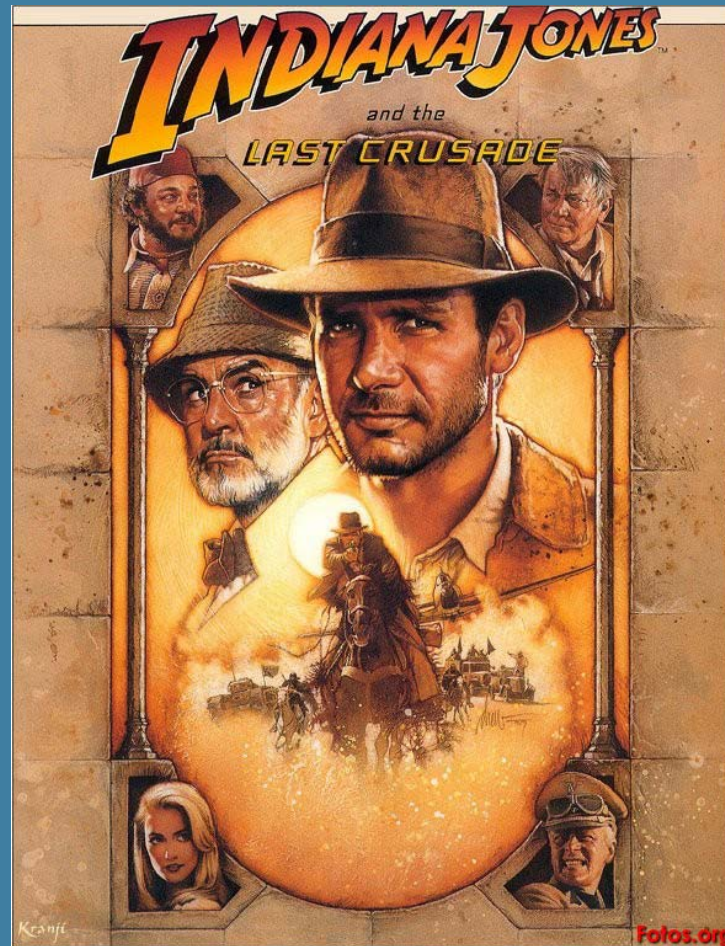
1989 Quiz

What was the #1 TV show (1988-1989)?



1989 Quiz

What was the top-grossing movie?



1989 Quiz

What was the top-grossing concert act?



1989 Quiz

Who was Miss America?





Thank You!!!

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