



Welcome to San Antonio, Texas

NFRC's Fall Membership Meeting 2009
November 16 – 19, 2009

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CMA Program: Status Update & Overview





Overview of Presentation

- 1. Overview of the CMA Program**
- 2. Status, CMA Program Launch**
- 3. CMA Marketing Update**



Overview of the CMA Program



Overview of CMA Program

- **For reference: the *current* NFRC process**
- **The *new* CMA process**
- **How CMA fits within NFRC structure**
- **CMA offers improvements over the 'site built' system**



Overview of CMA Program

- For reference: the **current NFRC process**
 - Current “non-residential” (commercial/architectural) program: “NFRC **Site-built**” program
 - Site Built Program replaces NFRC ‘residential’ label...
 - ...but similar process: simulate—validate—generate label (certificate)



Overview of CMA Program

- The CMA process: **New Approach**—

New concept: “build” projects using predefined and certified components from CMA database to issue project-specific label certificate



Overview of CMA Program

- **The CMA process: **The 3 'Buckets'****
 - **Manufacturer contracts with ASL to simulate fenestration frame components**
 - **Suppliers can contract with ASL to simulate IGU spacer components**
 - **Center-of-Glass components from existing IGDB**



Overview of CMA Program

- **The CMA process: **The ACE****
 - **The ACE (Approved Calculation Entity) is a new “entity” within NFRC**
 - **The ACE can be independent or employed by a manufacturer**
 - **The ACE is the ‘assembler’ of CMA—approved components to generate a label certificate for a project**



Overview of CMA Program

- **How CMA fits within NFRC structure**
 - Similar in that CMA relies on thermal simulations performed by ASLs using Window and Therm per NFRC 100 and NFRC 200
 - Validation testing required as with Site Built Program
 - Label Certificate similar to Site Built Program
 - The *U-factor* and SHGC values are **essentially** the same



Overview of CMA Program

- **CMA improvements** over ‘site built’ system:
 - The simulation work is done ‘in advance’...
 - Once fully deployed, can result in faster turn-around of label certificate
 - The CMAST program allows bidding, quoting and research by larger user group
 - Approved components do not require re-certification



Overview of CMA Program

- **CMA improvements** over ‘site built’ system (*continued*):
 - A *single* label certificate for a project
 - The label certificate can include, as an optional addendum, *project-specific, actual sizes*
 - The label certificate is easier to use by the Code officials
 - CMAST program can output *EnergyPlus*® file



Overview of CMA Program

The NFRC Rating Methodology is **Confirmed** as 'State-of-the-Art':
CMA Program output results are **consistent**, and *virtually** identical U-factor, Solar Heat Gain Coefficient, and Visible Transmittance values



Status of the CMA Program Launch



Status of CMA Program

- **CMA Software Tool ('CMAST')**
 - **Release of CMAST V 1.0.xy: July '09; CMAST is available to download & use!**
 - **Training has occurred for ASLs, IAs, and Test Labs...**
 - **...and training continues for ACEs (3 training sessions completed)**



Status of CMA Program

- **CMA Software Tool ('CMAST') (con't)**
 - **Testing & evaluation continues**
 - **Components are being uploaded into buckets**
 - **Products** are being uploaded as well
 - **Current sub-minor release: V 1.0.26**
 - **Release V 1.1.00 pending (will include 'financials' functionality)**



Status of CMA Program

- **Pilot / Demonstration Program**
 - **Purpose: to evaluate CMAST and the CMA program (procedures) and ‘fine-tune’**
 - **Purpose: to educate the stakeholders**
 - **Purpose: to start strong in California, and build on that success**



The CMA Marketing Program



CMA Marketing

- **Marketing Strategy**

- **Both a 'Push' and 'Pull' approach...**

- **Issued RFPs for 2 Projects:**

- ✓ **Marketing CMA to the Building Code Community ('Push')**

- ✓ **Marketing CMA to the Energy Service Providers ('Pull')**

- **Heschong Mahone Group awarded projects**

- **Project work closely corresponds to the Pilot Program in both integration and timeline**



CMA Marketing

- **Marketing Activities ~ *NFRC Staff***
 - **Presentations & activities (2009):**
 - ✓ **January 26—Boston, MA; BEC**
 - ✓ **January 29—New York, NY; Front, Inc.**
 - ✓ **April 27—Boston, MA; BEC (CMAST demo)**
 - ✓ **May 7—California, Utility Energy Forum**
 - ✓ **May 31—Minneapolis, MN; AAMA Conference**
 - ✓ **July 15 —'Nationwide'; CMA webinar**



CMA Marketing

- **Marketing Activities ~ *NFRC Staff* (con't)**
 - **Presentations & activities (2009):**
 - ✓ Sept, Oct, Nov —'Nationwide', CMA webinars
 - ✓ August 13—Detroit, MI; HED Architectural firm
 - ✓ September 3—Kansas City, MO; GANA
 - ✓ September 30—Atlanta, GA; GlassBuild America
 - ✓ October 28—Indianapolis, IN; Remodelers Show
 - ✓ November 19—British Columbia, Glazing Contractors



CMA Marketing

- **Marketing Activities ~ *HMG*¹**
 - **Strategy is to coordinate both Projects with Pilot/ Demonstration Program**
 - **Strategy is an emphasis on a strong launch in California...**
 - **...followed up with nationwide efforts**

¹ *Heschong Mahone Group*



CMA Marketing

- **Marketing Activities ~ *HMG* (con't)**

Building Code Community:

- **California Association of Building Officials (CALBO)**
 - **Participated in CALBO's Education Week #1**
 - **Developed collateral printed materials (poster, pamphlet)**
 - **Developed slides for the CALBO Education Week 'Energy Code' class**
 - **Coordinated with CALBO to distribute collateral materials during 2nd Education week, 11/16 - 11/20**



CMA Marketing

- **Marketing Activities ~ *HMG* (con't)**

Building Code Community:

– California Association of Building Energy Consultants (CABEC)

- **CMA & Title 24 article developed for the Nov. edition of CABEC Newsletter**
- **Prepared training materials for CABEC Advanced Standards Training, Nov. 13 & 16**
- **Incorporated slides on CMA in the Advanced Standards Training**
- **Attending CABEC Adv. Stndrds Training (on-hand for questions)**
- **CABEC distributed CMA webinar announcement to membership**



CMA Marketing

- **Marketing Activities ~ *HMG* (con't)**

Building Code Community:

– California Energy Commission (CEC)

- **CMA & Title 24 article developed for CEC 'Blueprint' newsletter**
- **Displayed CMA collateral at CEC booth at both CALBO Education weeks**
- **CEC posted CMA webinar announcement on training page**



CMA Marketing

- **Marketing Activities ~ *HMG* (con't)**

Energy Service Providers:

- Coordinating with energy simulation software developers
- Developing a database of utility incentive programs
- Developing collateral printed materials
- Incorporated slides on CMA into Advanced Building Envelope class offered by the IOUs in California (PG&E, SCE)



CMA Marketing

- **Marketing Plan Going Forward** *NFRC Staff*
 - **February 2010 ~ ICC, Southern Nevada Chapter**
(tentative)
 - **February 2010 ~ State of California, various CMA stakeholders**
 - **Other sessions in preliminary planning stage; ongoing throughout 2010...**



CMA Marketing

- **Marketing Plan Going Forward *HMG***
 - Support the Jan 01, 2010 CMA launch, specifically the California *Title 24* requirement
 - Educate industry professionals at two upcoming webinars on CMA & Title 24
 - Build on success of the California launch
 - Transition remaining activities to NFRC staff:

***HMG will lay groundwork
and provide tools for this activity***

CMA Marketing

- **Marketing Plan Going Forward** *HMG*
 - **Two free webinars on CMA & Title 24**
 - December 3rd 2009 or
 - January 28th 2010
 - **This webinar will discuss how CMA integrates with the 2008 update to the California Energy Standards (Title 24)**
 - **This webinar is targeted to energy professionals and code enforcement agencies**
 - **Register: www.h-m-g.com/cma**



Resources

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Windows, Doors, Skylights, and Attachments**

Fenestration: Products that fill openings in a building envelope, such as windows, doors, skylights, curtain walls, etc., designed to permit the passage of air, light, vehicles, or people

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Tax Credit Questions?



Resources

- www.nfrc.org
- **CMA Webpage:**
<http://www.nfrc.org/CMAprogram.aspx>
- **Labs and Agencies:**
<http://nfrc.org/labsagencies.aspx>
- **NFRC Staff:**
Jessica Ferris *CMA Program Manager*
Jen Padgett *CMA Technical Coordinator*
John Lewis *Sr. Manager, Business Development & Outreach*
- **CMAST Help Desk**
cmast_support@designbuildersoftware.com (866) 411-6845



Thanks!

John W. Lewis, Jr.
Senior Manager,
Business Development & Outreach
NFRC