



NFRC Elects New Officers, Board Members

There was a changing of the guard at the Fall Member Meeting in Portland, Oregon this past October. The NFRC Board of Directors elected **Marvin Stover** of Mikron Industries, Inc. as the organization's ninth chairman. He replaces **Tony Rygg** of the California Energy Commission, who remains on the Board after completing three terms as Chairman.

The Board also elected **Alecia Ward** from the Midwest Energy Efficiency Alliance as Vice-Chair and **Kate Offringa** from the Alliance to Save Energy as Treasurer. **Marcia Falke** from Keystone Certifications, Inc. was re-elected as Secretary.

The Board also announced the winners of elected open Board positions:

- Fenestration Industry Category (Primary Glass Mfr.) – **Jim Larsen**, Cardinal Glass Industries
- Laboratory Category – **Ken Nittler**, WESTLab
- General/Public Interest Category (higher education/research) – **Steve Selkowitz**, Lawrence Berkeley National Laboratory ■

Homeowner Awareness Of NFRC Skyrockets

New survey shows energy performance trumps all when homeowners shop for new fenestration products

A new nationwide survey of homeowners shows that NFRC's outreach efforts have succeeded in tripling awareness of NFRC among homeowners shopping for new windows, doors, and skylights. In a survey conducted this year, 15 percent of respondents indicated that they were aware of NFRC. Just five percent said they were aware of NFRC in a similar survey conducted in 1998.

"It's always gratifying to learn that your hard work is paying off," said Jim Benney, NFRC's Executive Director. "The survey data confirms that more and more Americans now know that they can rely on NFRC ratings to make informed choices about the fenestration products they buy."

Energy Performance Still Number One

Of all the factors that homeowners consider when they enter the market for new windows, the survey shows that energy performance is by far the most important. When asked how important various factors were in their window buying decisions, 97 percent said energy performance was "important" or "very important." The 1998 survey found the same result.

After energy performance, homeowners ranked durability as the second most important factor (92 percent), followed by price (88 percent), appearance (87 percent), and warranty (80 percent). Brand name came in dead last at 27 percent, suggesting that – at least in the abstract – homeowners don't care

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Happy Holidays from NFRC

We've come to the end of another year, and to the end of an era. Ever since its creation in 1990, *NFRC Update* readers could count on receiving the newsletter in the mail four or five times a year. Beginning with the next issue, we're moving to an electronic format (see the story on page 3). This will provide us with added flexibility to serve you better and save NFRC quite a bit in mailing and production costs. So sit back and enjoy this final hard copy edition, chock full of great information on NFRC's latest homeowner survey, the year in codes, and much more. We wish everyone a happy holiday season and a Happy New Year.



NFRC to Launch “Implementation Strategy”

NFRC’s efforts to support code adoption have proven to be very successful over the last several years. As reported at the Regulatory Affairs Committee meeting in Portland, the number of states that have adopted residential codes which reference or require NFRC certification has grown to 38. The number of states that reference or require NFRC certification in commercial buildings is smaller, but also growing.

NFRC’s efforts in this regard are highly commendable. Code adoption brings new members into the organization and helps to spread awareness of NFRC among architects, builders, building officials, contractors, homeowners, and others.

Code Adoption Is Only the First Step

Code adoption is only the first step, however. Once the code is in place, it’s only effective if manufacturers comply with it and building officials enforce it. Unfortunately, this does not seem to be happening everywhere that NFRC exists in codes. Based on our outreach to the regulator audience over the past two years, and on input from many of NFRC’s participating manufacturers, we have identified the following barriers to compliance and enforcement:

- Many building officials are simply unaware that their state (or local) codes include NFRC certification.
- Smaller manufacturers are not aware of the codes, or they are aware but find ways to avoid compliance because they cannot afford (or perceive that they cannot afford) the cost of certifying their products.
- Some manufacturers are self-certifying and attaching NFRC look-alike labels that may fool building officials into assuming compliance.

Beginning in 2005, NFRC will launch an “implementation strategy” designed to overcome these barriers. The strategy will focus on four states each year, so NFRC can blanket those states with educational materials, messages, and visits. The first four will be California, Georgia, Massachusetts, and Texas.

Two Committees Will Co-Direct Effort

The Marketing & Education and Regulatory Affairs committees will co-direct the effort, during which NFRC will:

- Conduct research with the target audiences to confirm the barriers to NFRC-related code compliance and enforcement; test messages; and assess the communications channels we’ve identified.
- Work with and through organizations with direct links to the audiences NFRC seeks to reach, including the



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International Code Council, state building official associations, and window trade associations (AAMA, FMA, IGMA, WDMA, etc.), as well as the Alliance to Save Energy, AGC, AIA, the California Energy Commission, CEERE, CSI, DOE, LBNL, NAHB, the U.S. Green Building Council, and others.

- Publish articles and placing ads in national, state, and local publications that reach the plan’s target audiences.
- Develop written materials to support other outreach efforts.
- Meet with companies’ sales staffs, local building officials, state and local AIA, CSI, and NAHB chapters, and others in the four target states.
- Exhibit at shows and conferences in the target states.
- Hold educational seminars for code compliance groups such as PNNL, RESNET, and state compliance group.
- Build a building official contact list maintained by NFRC.
- Create a quarterly electronic newsletter aimed exclusively at building officials. As NFRC builds its contact list, a regular newsletter represents an excellent way to stay in touch with building officials and to provide them with information that help them do their jobs better.
- Find a way to acknowledge small manufacturers that sell in the target states and certify their products. This could be a prize drawing, recognition through awards, reduced meeting or participation fees, etc. The goal is to reward participants and encourage broader participation.

NFRC will need plenty of help from its members to make the strategy a success. If you have any thoughts, please contact Bipin Shah at bshah@nfrc.org. ■



Update is Going Electronic

In keeping with today's publication trends, NFRC's *Update* newsletter is going electronic. Beginning with the first issue in 2005, *NFRC Update* will no longer be distributed through the mail. Instead, recipients will find an electronic version of *Update* waiting for them in their e-mail boxes. If you notice that you are not receiving *Update*, make sure that your e-mail address is current with NFRC headquarters. You may also want to check with your IT department to make sure it's not getting lost in a spam filter. If you find that you still need to receive a hard copy of the publication, a smaller quantity will continue to be printed for mailing and distribution at conferences. Contact Kristine Martin at kmartin@pcgpr.com to sign up for the electronic version, request a printed copy or if you have any questions.

The NFRC Web Site has Gone Live!



On October 25, the newly revamped Web site opened for business. Be sure to check out all of the enhanced features such as the online community. Visit www.nfrc.org and discover the easy to navigate, advanced site.

Don't Let the Cold Weather Fool you! Think Hawaii!

March 2005 will be here before you know it, and so will the Spring Member Meeting (March 13 – 17, 2005). Be sure to make your reservations early for the Hilton Waikoloa Village on the big Island of Hawaii. Keep checking www.nfrc.org for updated information and online registration as it becomes available.

NFRC Exciting? You Bet!

Marvin Stover, *NFRC Chairman*

Those of you who know me well know that I have never used the terms "exciting time" and "NFRC" in the same sentence – or even in the same paragraph. But here I go! Yes, after all this time with this organization I am now ready to declare publicly that I'm excited by all that has changed in the last few years.

So in this, my first Chairman's Message, let me list some of the exciting things that have taken place and that are in the works.

- We have a more energetic and enthused staff working hard to make NFRC better.
- The database is up and running and improved, and more improvements are in the works.
- We're investigating a new and improved Non-Residential Rating system to see if we can make it easier and more user friendly. We hope lessons learned here can be used in all areas of our organization.
- More states are requiring NFRC ratings. This is exciting and the board has now committed more Marketing and Education funds to help in those problem states that are in the process of updating their energy codes.
- The Board has appointed a Simplification Task Group charged with developing and implementing some great ideas on how to streamline our programs. We're looking for input right now from the members, and if you have some ideas to share please contact me so we can get more outside and out of the box thinking to help in this effort.
- Thanks to the efforts of my predecessor and the other members of the Board, we have a better and more open Board of Directors. We have a Board that listens to and has learned from the members concerning what's needed in our organization. We have a Board that all have assignments of Board committees to get more work done. We require each Board member to work harder to make things happen in these committees.
- We have launched into the strategic planning process to chart our course into the future. We attempted a similar process three years ago with just the Board of Directors involved, but we decided that the approach didn't feel right. The new process for this future

Getting Questions About NFRC?

NFRC has the materials that can help you answer them

Here at NFRC's world headquarters, we get questions about the organization and the rating and labeling system all the time. They come from manufacturers, homeowners, architects, professors, students, reporters ... in other words, just about everyone.

We have to believe that NFRC's members and participants get lots of questions, too, from colleagues, customers, vendors, and others. Well, if you do, we can help.

A Family You Can Use ... and Co-Brand

NFRC has developed a whole family of materials designed to help you communicate effectively about ratings, the label, and the system. These materials include:

- A six-panel, four-inch square brochure that explains the NFRC label.
- An 8 1/2 x 11, double-sided "tear sheet" that explains NFRC and the rating and labeling system.
- A series of single-page fact sheets on every aspect of fenestration energy performance.

These materials are available in a variety of ways. We can print them for you at cost, we can send the art work so you can print them locally, or we can send a PDF you can copy. Most of all, we'd be happy to co-brand any of these materials with your organization's logo right next to NFRC's.

If you're interested, please contact Kristine Martin at kmartin@pcgpr.com. ■



Homeowner Awareness of NFRC Skyrockets, *continued from page 1*

who makes the window as long as it meets their other criteria.

The survey also found that when homeowners enter the market for new windows, it's usually because they want to increase the energy efficiency of their homes. More than half (54 percent) said that increased energy efficiency would prompt them to buy new windows. Thirty percent said normal wear and tear, 28 percent said remodeling their existing home, and 12 percent said adding an addition to their existing home. Some of the "other" reasons given included building a new home, installing windows that are easier to clean, and wanting a new look for the house.

Homeowners Trust Utilities Most

Some of the other significant findings from the survey include:

- When it comes to information about window energy performance, homeowners look to utilities more than

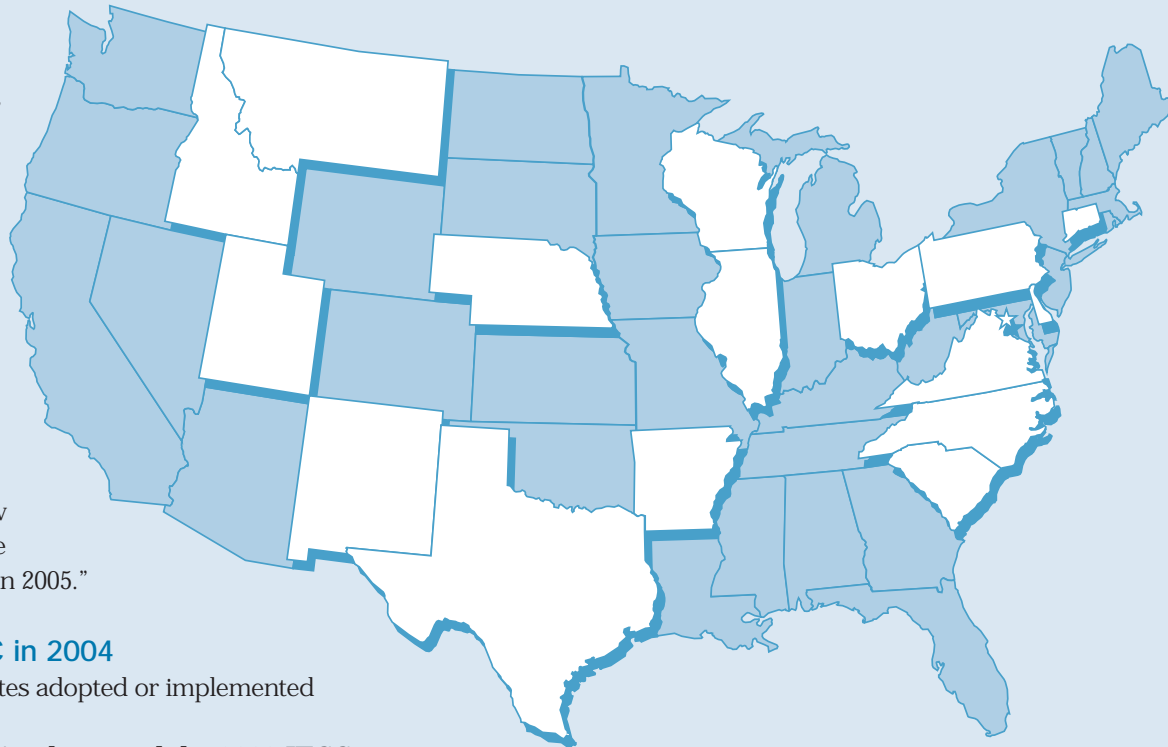
any other source. Three quarters of the respondents said that they think utilities are an important information source. Contractors came next (57 percent), followed by manufacturer literature (61 percent), and friends (58 percent).

- When homeowners think of energy efficient windows, the benefits that are most important to them include reduced energy costs and energy use, keeping the cold out or the heat in, and letting in lots of light. Further down the list were reduced condensation, less fading, and less glare.
- With all other factors being equal (price, quality, etc.), nearly 90 percent of homeowners said that they would purchase a window that is certified by an independent energy performance rating agency over a window that is not certified.

The results reported here are based on 593 responses from homeowners all over the country. ■

Codes Update - A Year in Review

It was another successful year in the state energy codes arena. Garrett Stone, Chairman of NFRC's Regulatory Affairs Committee, noted: "The 2004 progress made by NFRC and the energy efficiency benefits achieved throughout our country are noteworthy, and with the recent simplification and improvements in the new 2004 IECC Supplement now available for adoption, more successes can be expected in 2005."



14 States Take on IECC in 2004

During 2004, fourteen states adopted or implemented the IECC:

- **10 states adopted or implemented the 2003 IECC:** Arkansas (although the state removed the important maximum 0.40 SHGC requirement), Connecticut, Idaho, Montana, Nebraska, New Mexico, Ohio, Pennsylvania, South Carolina, and Utah.
- **4 states adopted or implemented the 2000 IECC:** Delaware, Illinois, Washington, DC, and Virginia.

In addition, eight more states are working on upgrades to their current codes. Michigan, Minnesota, and New York are farthest down the path toward new and improved codes, and all are planning on adopting and implementing codes based upon the new 2004 IECC Supplement version. Maine, North Carolina, Rhode Island, Tennessee, and Washington are also reviewing or in the process of updating to the IECC. The 2004 IECC Supplement version is being considered in these states, as well.

With more code officials needing to understand NFRC's energy performance ratings, awareness and education become priorities. As discussed on page 2, NFRC is steadfastly committed to working with the codes community.

Three More States Adopt 2003 IECC

So what has happened in the codes world since the last issue of *Update*? Three more states adopted the 2003 IECC (Arkansas, Connecticut, and Ohio), and training efforts continue in many states to assist code officials with the latest developments. Here's the roundup of activities:

Arkansas' adoption of the 2003 IECC took effect on October 1, but they failed to include a crucial piece of the code by eliminating the 0.40 Solar Heat Gain Coefficient requirement. The State is currently studying the types of windows installed in the state and will revisit the maximum 0.40 SHGC requirement next year for possible reinstatement.

Connecticut's adoption of the 2003 IRC and 2003 IECC took effect for permits applied for on, or after, September 1, 2004. The same two documents will be re-adopted in 2005 when the state adopts the 2005 State Building Code. **Ohio's** adoption of the 2003 IECC is mandatory statewide for both residential and commercial buildings and will become effective March 1, 2005.

Training also takes center stage in many of the states. **Connecticut, Delaware, Idaho, Illinois, Montana, Nebraska, New Mexico, North Carolina, Texas,** and **Wisconsin** are among states offering training to their code officials as the states transition to IECC code upgrades. ■

Note to Members



NFRC's certification mark, shown at left, serves the important purpose of certifying that the products bearing the mark meet the quality standards established by NFRC. Only NFRC-certified members may use the mark, and the law imposes additional restrictions on how the mark may be used. Look for guidelines for proper use of the NFRC certification mark to

appear on our web site, www.nfrc.org, in the near future.

Because the mark is registered, use of the mark by authorized users must always include the ® symbol after the word "Council," as shown in the mark at right. From this point forward, please be certain to always use the ® symbol with the mark. "This will help protect the NFRC brand and ensure that NFRC complies with all relevant trademark provisions," said Scott Meza, NFRC's outside legal counsel.

Members who need an image of the NFRC certification mark containing the ® symbol (in jpeg, tiff, or other formats) should contact Kristine Martin at kmartin@pcgpr.com.

planning involves the board and members who have joined a cross cutting team to take a lot of input via the internet and bring it down to some guiding principles and future plans for NFRC.

So this is why I'm now a lot more comfortable pairing "exciting time" with "NFRC." If you have not seen these improvements as I have, then come to our next membership meeting and see for yourself and talk to me there. I look forward to that conversation. ■

How To Reach Us

NFRC Update is published five times a year by the National Fenestration Rating Council, Inc., a non-profit organization that administers a rating and labeling system that provides accurate and reliable energy performance information about windows, doors, and skylights. Any editorial comments, suggestions, or media inquiries should be addressed to: Kristine Martin, 8484 Georgia Avenue, Suite 320, Silver Spring, MD, 20910, 301-589-1776. E-mail address: info@nfrc.org.



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