



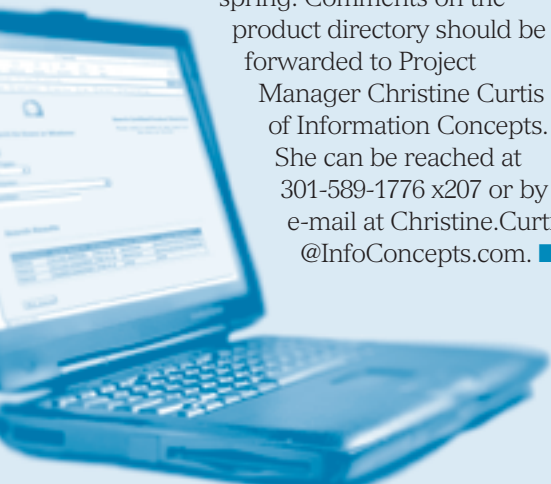
Online Product Directory Update

On the Road to Recovery

Public access to the online NFRC Product Directory was suspended in late 2003 after careful consideration. Last year's switch to a new software platform and the implementation of the newer 2001 rating system caused a few more challenges than was expected and caused NFRC to put the directory on hold. Until the system is reinstated, users of the online product directory are asked to contact product manufacturers directly for certified product information. However, access by program participants is still enabled, allowing for the continued certification of products. NFRC apologizes for any inconveniences that this may have caused.

Looking Forward

To get the system up and running, NFRC is diligently working to resolve the user access and data quality problems. A number of improvements have already been implemented for program participant use, and more will be implemented in the near future. As the various pieces of the puzzle come together, look for online public access to be reinstated this spring. Comments on the product directory should be forwarded to Project Manager Christine Curtis of Information Concepts. She can be reached at 301-589-1776 x207 or by e-mail at Christine.Curtis@InfoConcepts.com. ■



Homeowner Survey Is Away

Thanks to some wonderful support from Silver Line Windows, NFRC put its 2004 homeowner survey in the field at the beginning of January.

The preliminary mailing, designed to test our lists and determine the best approach to maximize returns, involved 1,200 households nationwide that purchased three or more windows and/or skylights sometime during the last three months. Potomac Communications Group will present results from the preliminary meeting at the Marketing and Education Committee meeting in Miami.

The survey is a follow up to a similar survey conducted in 1998. That survey was designed primarily to help NFRC develop a new consumer-friendly label. This version contains some of the same questions, but also focuses more on the window-purchasing dynamic. In other words, what do homeowners think about when they're in the market for new windows and how do they go about buying them?

The ability to generate a little publicity isn't the only benefit to conducting the survey. NFRC can also use the information to adjust its outreach efforts aimed at homeowners. The very successful retailer program had its genesis in focus groups we conducted with consumers regarding condensation resistance and fade resistance, for example.

We Need Your Help

Following the preliminary mailing, we plan to send out a much larger mailing. And we can use your help. If you're a manufacturer and are willing to share contact information for your recent customers, please call Leonard Greenberger at 202-466-7391 x118. We need as many names and addresses as we can get! ■

Happy New Year!

We're already two months into the New Year, but it's never too late to say it. The beginning of 2004 brings new opportunities – and a fresh start. And NFRC is no different. Read Tony Rygg's comments about changing perceptions in 2004. Also be sure to check out an update on the Online Product Directory, Ken Nittler's Technical Committee Update and a review of *Window & Door Magazine's* Annual Industry Forecast. We're happy to see you again.



Ray McGowan Joins NFRC

Ray McGowan recently joined NFRC as manager of Technical Services. Ray has a background in ENERGY STAR® buildings and products (including windows), commercial HVAC, utilities/ESCOs, and naval shipbuilding. A native of Maryland, he holds a bachelor's degree in Mechanical Engineering and an MBA in Finance. His responsibilities

include working with Bipin Shah on technical activities and documents (especially Annual Energy and Long Term Performance) and on DOE contracts. He is looking forward to working with the membership at the upcoming Spring Meeting in Miami. Please feel free to contact him any time either by phone at 301-589-1776 x210 or by e-mail at rmcgowan@nfrf.org.

Skylight Fact Sheets Now Available

Need help communicating with employees, distributors, and customers regarding NFRC's new 20 degree slope ratings for skylights? Try NFRC's new fact sheet. It explains why NFRC made the change and what it will mean for skylight consumers and regulators, and includes a place where individual manufacturers can stamp their own logos. NFRC members can download a black-and-white version of the new fact sheet from the NFRC Web site at www.nfrc.org. Or, if you'd like the artwork so you can print your own color copies, please contact Leonard Greenberger at lgreenberger@pcgpr.com.



Let Your Voice Be Heard

The Department of Energy and NFRC requests your comments on the current RESFEN assumptions. It is commonly considered the engine for the Energy Star program. DOE is looking to the NFRC for guidance and will strongly take into account the position of NFRC. While NFRC is preparing formal comments for the DOE, a Web site exists where individual comments can be posted directly. The site is available on the Web and eagerly awaiting your comments. This is a great opportunity to participate and influence this important task of NFRC. The documents for review can be found at www.govforums.org/e&w/content.cfm?bodycontnet=summaryre-ports#wrs, and comments can be posted at www.govforums.org/e&w/view_thread.cfm?post_id=192. The Web addresses are a bit long to type in, but your input is valuable and very much requested.



Tony Rygg

Changing Perceptions

It is well understood by marketing experts that perception equals reality. Facts may be facts, but one's interpretation of those facts is what they believe. The classic example

used to illustrate this axiom is driving. The fact is that driving is one the most dangerous activities in which people regularly participate; over the course of a 70-year lifetime, each of us has about a 1 in 70 chance of being killed in a car accident. Yet we all drive pretty much constantly, and never give it a second thought. We perceive little risk, because we think that we're in control, we recognize the obvious benefits of driving, etc.

It has come to the Board's attention that many members perceive that we operate in secret, or that we have something to hide or are acting improperly. We know we need to deal with this perception, and try to bring it more in line with reality.

A Fiduciary Responsibility

Board members are fiduciaries and as such are held to the highest standard of conduct. The Board of Directors is legally responsible for the strategic direction and management of all NFRC activities, and for ensuring that those activities serve the organization's mission, not-for-profit objectives, and public interests. The diverse make-up of NFRC's Board is meant to represent a broad cross-section of the parties involved in NFRC to help assure that these twin responsibilities are met. Board members are required to support actions that serve NFRC and this mission and reject those actions that it believes to be self-serving or beneficial only to a specific segment of the NFRC membership. Since NFRC's membership includes many companies who are competitors in the marketplace, the Board must also act to keep NFRC in compliance with anti-trust laws.

This is not an easy task for Board members to serve "the public interest" over and above their own self-interests and the interests of their employers, particularly when action takes place in front of peers, customers, and constituents. This is especially true when the Board must address sensitive or confidential matters that may have anti-trust implications. This is why – in the past – many Board meetings have been held in executive session and not open to the public.

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Starting 2004 on a Good Note

The future continues to look bright for the Windows industry. Though 2004 isn't likely to see the boom that 2003 saw in terms of new home building, marketing specialists and economists predict that any potential losses will likely be offset by remodeling and replacement projects. This is according to the January issue of *Window & Door*, which recently polled several industry experts to get their take on the upcoming year.

So what are the reasons driving this optimism? In a nutshell, an improving economy, code compliance, and the rising trend for homeowners to upgrade and retrofit old windows and doors are the primary reasons. Here's a glimpse of what the *Window & Door* article had to say:

Housing Sector Expected To Do Well in 2004

Economic growth started to surge in the second half of 2003. According to David Seiders, chief economist for the National Association of Homebuilders, the consensus among economists is that the housing sector will do very well through 2004. The Home Improvement Research Institute projects continued gains for home improvement spending, but expects the rate of growth to slow to four percent in 2004.

Codes Leading the Way

Code changes at the local, regional, and national level will continue to drive activity, particularly in the coastal states that were hit so hard by hurricane Isabel in September 2003. The *Window and Door* article also asserts that building inspectors are more aware of code requirements these days.

Enforcement is predicted to be much more stringent in 2004. Chris Matthews, president of MI Home Products Corp., noted that code officials "better pay attention, because it's coming your way. If you're not prepared, you're going to be shocked."

Remodeling and Replacement

Due in part to increased re-finance activity, homeowners with extra cash are investing in their homes, which sustains growth in the replacement window market. The article refers to "energy efficiency" as an old message or incentive, but one that still rings true. And consumers retrofitting their homes with new windows are looking for energy efficient windows to help with their energy costs, particularly in the south where a lot of single-glazed aluminum windows remain.

Despite the predominately good news, the industry faces some challenges too. Telemarketing restrictions have caused a lot of confusion regarding different state lists and their respective enforcement policies. Fines, which could be substantial, are a worry to many dealers who have opted to shy away from telemarketing. Instead, many are returning to more traditional marketing methods or focusing on showrooms as a way to boost sales.

According to the article, another worrisome issue that concerns some is the expected influx of products from countries outside the U.S., such as China. Their growing dominance in the area of vinyl is of particular concern to those in the industry.

However, the mood is upbeat and should mostly offset any concerns. Perhaps sharing the expectations of most industry executives, Fred Metzger, director of sales and marketing or Vinyl Building Products noted, "There are some downsides to the coming year, but we see a lot more things on the upside."

To read the article, "Overall Sales Levels Predicted to Remain Strong for 2004," in its entirety, pick up the January 2004 issue of *Window & Door Magazine*, or visit its Web site at www.windowanddoor.net. ■

Member News: Help is a Phone Call Away

Looking for the right person at NFRC? Here's the latest roster for finding the help you need:

| | |
|--|-------|
| Jim Benney, Executive Director | .x202 |
| Cheryl Rynn, Membership & Meeting Manager | .x201 |
| Angel Summers, Office Manager | .x203 |
| Nikki Jackson (Brown), Manager of Certification Programs | .x204 |

| | |
|--|-------|
| Bipin Shah, Program Manager of Technical Standards & Chief Technical Advisor | .x205 |
| Hardik Jhani, Database Assistant/Web Site Support | .x206 |
| Jenny Wang, Database Administrator | .x209 |
| Ray McGowan, Manager of Technical Services | .x210 |

Several States Advance Codes

DOE Awards NFRC-Friendly Grants to Several States

There's good news in the codes world. NFRC continues to see success in states adopting and implementing energy codes that incorporate NFRC ratings. Garrett Stone, chairman of NFRC's Regulatory Affairs Committee, noted that the "recent trend toward updating to modern codes, like the 2000 IECC, is not only a move toward recognition of NFRC procedures, but also puts in place fenestration performance requirements that virtually require NFRC labeling, both for new homes and commercial buildings as well as for replacement windows."

State Adoption Update

A number of states have adopted codes that utilize NFRC ratings recently:

The **New Mexico** Construction Industries Commission adopted the 2003 IECC, along with other codes, on December 19, 2003. Amendments to each of these codes may be developed after public hearings by July 1, 2004.

Utah adopted the 2003 IECC as the current energy standard for the state. The code went into effect January 1, 2004.

Virginia's new code went into effect October 1, 2003. The final version adopted the 2000 editions of the IBC, IRC, and the IECC with portions of the 2001 supplement.

States Moving Toward Adoption

A number of other states are making progress in adopting or updating codes utilizing NFRC ratings:

Illinois introduced a bill into its legislature to make the IECC 2000 mandatory statewide for commercial buildings.

Legislation to adopt the 2003 IECC for new homes has been introduced in **Nebraska**. Compressed legislative sessions in both states mean that the bills are likely to be voted on this spring.

Indiana's Fire Prevention & Building Safety Commission approved an amended version of the 2000 International Residential Code, including its energy chapter and adoption of the IECC by reference. The Commission reinstated the NFRC labeling requirements for fenestration, which were not part of the original proposal to revise the 2000 IRC energy efficiency chapter.

The **New York** State Fire Prevention and Building Code Council activated its Code Council Technical Subcommittee to review the 2003 I-Codes. After reviewing proposals and conducting public hearings, the Committee will make recommendations to the Code Council.

In **Pennsylvania**, the Attorney General approved the Uniform Commercial Code Administration and Enforcement Regulation effective April 9, 2004. The regulation adopts the 2003 IECC as a code compliance option. Municipalities will have 90 days from the effective date to notify the Department of Labor & Industry of their decision to opt in or out of enforcement.

South Carolina is presently in the process of adopting the 2003 IECC. New codes are being considered through the mandatory code adoption process established by law for the South Carolina Building Codes Council.

The **Tennessee** Department of Economic and Community Development is considering whether to offer legislation to make IECC 2000, with the 2001 supplement, mandatory rather than a voluntary alternative to the mandatory energy code of MEC 92.

Washington introduced a bill to adopt the IECC no later than December 1, 2004. The legislation has been referred to the Committee on Land Use & Planning and will be discussed at their meeting in late February.

Code Funding from DOE

Several states recently received special funding from the U.S. Department of Energy (DOE) in the form of State Energy Program grants. The program provides states with funding to create and launch their own energy efficiency and renewable energy programs. The grants help to foster environments that are receptive to NFRC references in energy codes. Some states, such as Arizona, Kansas, and Nevada, are using the additional funds to help promote and support the adoption, implementation, and enforcement of codes, while others such as Montana and Rhode Island will use the money to develop training programs or continue ones already in place for building code officials, building contractors, subcontractors, architects, and engineers.

Idaho is using some of its special funding to develop a statewide survey to determine the level of energy code adoption. The results will enable its Division of Building Safety to promote uniform adoption and implementation of the 2000 IECC throughout the state.

The full list of states to receive this additional funding includes Arizona, California, Idaho, Iowa, Kansas, Michigan, Minnesota, Montana, Nevada, Rhode Island, South Dakota, Texas, Utah, Washington, and Wisconsin. ■

Technical Committee Corner



By Ken Nittler, P.E., WESTLab, Chairman

Come Prepared for Meetings

Over the last few meetings, you may have noticed that NFRC is moving toward a future that makes better use of electronic publishing and voting. While this speeds availability of documents, ballots, and

minutes, it sometimes means that meeting participants need to prepare more before traveling to the meeting. Start by visiting the Web site a few days before you leave to check for new or revised meeting materials. After reading the materials, print copies of any materials critical to your interests or at least put a copy on your laptop for reference. And finally, review the minutes to make sure they accurately reflect actions taken at previous meetings. Your efforts to be prepared will help us all make our meetings more productive.

Three Spring Objectives

Three key activities expected at the Miami meeting:

- **2004 Documents.** NFRC's operating procedures call for updates or re-approval of documents every three years,

making it time to revisit the 2001 documents. Several subcommittees met in Ft. Worth and prepared ballots for the Miami meeting. The proposed 100 and 200 updates include adding in addenda and interpretations that have already been approved along with a few additional changes that are clearly needed. The goal is to fully approve these documents at the Miami meeting.

- **ENERGY STAR Assumptions.** The Annual Energy Performance Subcommittee has been working on calculation assumptions for performance tradeoffs under the DOE ENERGY STAR® window program. The subcommittee has prepared a ballot for discussion and approval if appropriate at the Miami meeting.
- **Nonresidential Ratings.** The Nonresidential Subcommittee has been hard at work on a new procedure to rate Nonresidential products. One of the key features of this proposed approach is the use of separate component ratings for frames, spacers, and insulating glass units that are then combined using software into whole product ratings. If you are currently involved with rating products, you will want to become familiar with this new approach since it could apply to other products as well. ■

Chairman's Message, *continued from page 3*

Now we recognize that this has created the wrong perception, and we have taken a number of steps to change it. Specifically, we are:

- limiting the number of closed Board meetings that are held during membership meetings;
- scheduling regular "Open Forum" Board meetings to allow membership feedback and input on all ongoing activities and issues;
- publishing board meeting schedules along with the usual reports of board activity (minutes);
- inviting people who have conflict that need resolution to attend Board meetings; and
- generally trying to communicate more often and more effectively with the membership.

The Board is looking forward to our Open Forum at the Miami membership meeting. We encourage everyone who

plans to be in Miami to attend. Together, we can change perceptions and create a new reality.

Other Board Activities

- Approved Research Funding – In order to continue its mission, the NFRC Board of Directors has committed approximately \$675,000 for research funding over the next three years.
- Officers elected to the Board – Tony Rygg was re-elected as Chair; Marvin Stover was elected as Vice-Chair; Marcia Falke was elected as Secretary, and Roland Temple was re-elected as Treasurer. In addition, Alicia Ward (voting) and Jim Krahn (Ombudsman, non-voting) were elected to serve as non-voting members of the Executive Committee.
- New Board members appointed – The Board appointed Ken Nittler, Steve Selkowitz, and Kate Offringa to serve on

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the NFRC Board of Directors in 2004 until NFRC elects new Board members this fall to replace Randy Van Voorst, Dariush Aratseh, and Bill Prindle (who all resigned from the Board for various personal reasons).

- Simplified membership dues – The Board approved a change in membership categories and dues. The Board revised the membership categories to more closely match the Board seat designations and set a flat \$400 dues fee for all categories (except manufacturers/suppliers). The category changes included:
 - ◆ The Building Industry Association category was changed to “Trade Associations and IAs” and re-defined as any association or organization representing the fenestration industry, fenestration related industry or fenestration supplier industry or related building industry; or organization involved in the certification or inspection of any fenestration industry related manufacturers.

- ◆ The “Other Building Industry Professionals” category was eliminated.
- ◆ New separate membership categories were added, including Higher Education/Research and Consultants/Architect/Specifier.
- ◆ The Mailing List (nonmember) category was omitted. ■

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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