



## WDMA in 2021

### Advancing, Protecting & Promoting the Window, Door & Skylight Industry

Throughout the year, WDMA engages in many activities to serve its membership and advance, protect and promote the window, door and skylight industry. These activities are guided by the goals and objectives of WDMA's rolling three-year strategic plan, which is updated on an annual basis by the WDMA Board of Directors. The plan outlines three main strategic objectives for the association:

1. **Public Policy Advocacy:** Strengthen and magnify the growing influence and effectiveness of WDMA as the recognized industry expert in those key policy-making arenas impacting the manufacture and use of windows, doors, and skylights.
2. **Industry Promotion:** Advance and elevate the perceived value of high performance and high quality windows, doors, and skylights to key target audiences.
3. **Membership Growth and Value:** Continue to enhance the WDMA's value proposition to grow membership with increased member participation and engagement.



Each of these objectives also have implementing strategies which help guide the association leadership and staff with the goal of taking the association to the next level. The following is a review of the many activities that have taken place in 2021 which help advance the objectives in the strategic plan.

#### WDMA Tracks the Impact and Compiles Member Resources in Response to the COVID-19 Pandemic

- In response to the continuing pandemic, WDMA was active in federal advocacy to protect the window, door, and skylight industry during federal policy discussions, including ongoing supply chain issues and proposed federal vaccine and testing mandates.
- Provided relevant member alerts to the ever-changing circumstances surrounding the federal, state and local response to the COVID-19 pandemic including summaries of state and local emergency and executive actions impacting WDMA members.
- Created a COVID-19 Webinar Series to provide WDMA members with important information on responding to the COVID-19 pandemic in the daily operation of their companies, the economic impact of the pandemic on the window, door and skylight industry, and other relevant topics.

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- Tracked and analyzed state OSHA actions imposing new COVID-19 regulations for all employers to identify the impact on WDMA members.
- Provided members with comprehensive guidance and timely information on the Occupational Safety and Health Administration's (OSHA) Emergency Temporary Standard (ETS) on COVID-19 vaccination and testing.

## WDMA Advances an Aggressive Legislative & Regulatory Advocacy Agenda

- Lobbied aggressively for industry priorities in the proposed “Build Back Better Act,” including an overhaul of the 25(c) energy efficient tax credit for windows, doors and skylights.
- Continued lobbying the United States Trade Representative (USTR) to remove Chinese-imported products used in the manufacturing process from subsequent tariff proposals and increases.
- Continued lobbying Congress to include the WDMA-backed energy code legislation into any comprehensive energy bill.
- Continued to monitor potential state activity on hydrofluorocarbons (HFC), building on a WDMA victory in 2020 in Washington State which exempted door manufacturers from new product labeling requirements as a result of WDMA’s lobbying.
- Provided members with access to a nationally recognized attorney on changes to California’s Proposition 65 and compliance information manufacturers need regarding warning labels for chemicals.
- Provided OSHA with detailed industry comments on the OSHA COVID-19 Emergency Temporary Standard (ETS), including the impact on operations and concerns with test kit availability among others.
- Partnered with the National Association of Home Builders (NAHB) and National Multifamily Housing Council (NMHC) to help defend against a lawsuit seeking to force EPA to revise the definition of lead-based paint by filing a joint amicus brief in support of EPA’s decision to maintain the current regulatory definition of lead-based paint. The revised definition the lawsuit is seeking would substantially expand the scope of the RRP Rule far beyond what the statute intended and greatly expand the number of window, door and skylight replacement jobs that would be regulated under it.
- Monitored the Canadian Department of the Environment’s efforts on adopting regulations on formaldehyde emissions in composite wood products based on the United States Environmental Protection Agency’s TSCA VI regulations. Previously submitted comments to ensure any proposed regulations would not penalize or create barriers for manufacturers operating on both sides of the border.
- Monitored all 50 states for relevant legislation that would have affected the industry.



## WDMA Represents Member Interests in Environmental Protection Agency ENERGY STAR Activities

- Submitted extensive comments on behalf of WDMA members to the Environmental Protection Agency ENERGY STAR office in response to their Draft 1 Version 7.0 ENERGY STAR® Windows, Doors, and Skylights Version 7.0 Specification and Draft Version 7.0 Criteria and Analysis Report. WDMA comments firmly asserted additional analysis is necessary to substantiate what EPA has proposed. WDMA will continue to engage EPA accordingly on behalf of WDMA members as development of Version 7.0 continues.

## WDMA Represents Member Interests in the Building Codes & Standards Arena

- Completed development of a streamlined (simplified) edition of NAFS (NAFS 2022) in preparation for adoption by the 2024 I-Codes and the 2025 Canadian National Building Codes. The NAFS 2022 edition greatly simplifies the compliance requirement of NAFS, especially as they relate to component and material compliance.
- Continued to work with the Texas Department of Insurance Commissioner's Office and successfully secured changes implemented in 2021 that have led to a greatly reduced turnaround time for issuing TDI Evaluation Reports for fenestration products sold in Texas.
- Initiated revision of the *Cradle to Gate Window (and skylight) Product Category Rule*, and under the WDMA National Architectural Door Council (NADC), the *Interior Architectural Door Leaf Product Category Rule* enabling window, skylight and manufacturers to produce Environmental Product Declarations (EPD's) for their products to qualify for credit under LEED, Green Globes, ICC National Green Building Standard and other green building rating programs.
- Under the WDMA National Architectural Door Council (NADC), produced new revised revisions of WDMA's American National Standards Institute (ANSI) accredited industry standards for interior architectural wood doors -- the 2021 editions of ANSI/WDMA I.S.1A-21, *Industry Standard for Interior Architectural Wood Flush Doors*, and ANSI/WDMA I.S.6A-21, *Industry Standard for Interior Architectural Wood Stile and Rail Doors*.
- Successfully represented WDMA member interests in the development of the 2024 editions of the ICC International Building Code (IBC), International Existing Building Code (IEBC), and International Wildland-Urban Interface Code (WUIC), among other achievements, clarifying the application of window opening control devices in the IBC preventing potentially new onerous fire rating requirements under the (WUIC).
- Secured appointment by the International Code Council (ICC) to the International Energy Conservation Code (IECC) Residential Committee and participant in the IECC Commercial Committee to represent window, door and skylight manufacturer interest in the development of the 2024 IECC.
- Continued working with the Florida Building Commission (FBC) and the Hurricane Research Advisory Committee to investigate the cause of water damage in several high-rise residential buildings in the Miami-Dade area and to ensure the research is conducted in a transparent manner and to prevent new unjustified code requirements for the installation of windows, doors and skylights in Florida. In addition, worked with the FBC as a member of the Florida Fenestration Coalition to secure future climatological research as it relates to building design and construction is in-line with WDMA member interests.
- Continued to work with the National Fire Protection Association – Fire Protection Research Foundation to represent architectural wood door manufacturers interest in on-going fire door testing research impacting the building code requirements for fire rated doors.



## WDMA's PR Initiative Promoting High-Performance Products to Builders, Remodelers and Architects Makes Strides

- WDMA's PR initiative, which launched in 2019, continued making strides in promoting high performance, high quality windows, doors and skylights to builders, architects and remodelers. Through our microsite, OpenUptoPerformance.com, and a robust social media campaign, the audience has access to on-demand webinars, blog topics and articles on high performance windows, entry doors, architectural doors and skylights. It also educates them about the WDMA Hallmark Certification Program and WDMA's architectural door standards. Finally, there is a "Find Manufacturers" section where builders, architects and remodelers can do directly to WDMA member websites and social media feeds. The effort is being benchmarked against specific KPIs and is constantly evaluated for progress.

## WDMA Certification Programs Continue to Increase Participant Value

- Continued marketing the value of the WDMA Hallmark Certification Program among builders, remodelers, architects and building code officials through WDMA's PR Initiative, OpenUptoPerformance.com, on-demand webinars, blog posts and social media targeting. The webinars are approved for AIA, and DHI credits.
- Continued to refine the portal for the electronic processing of TDI Evaluation Reports and related education and training material. The ultimate goal of a 30-day turnaround time for evaluation reports has been achieved across the fenestration product categories. Refinements continue for improvement of the process and the Client Information Portal (CIP).
- Worked with the State of Florida continues as we monitor the Product Approval Oversight Committee activities. WDMA volunteered to work with the State of Florida Product Approval Staff to refine and further develop training and education material for the State Product Approval Rule Application and Submittal Process.



## WDMA Publishes its Annual Market Studies as a Benefit of Membership

- Published the 2021 WDMA Window, Patio Door, Entry Door and Architectural Door U.S. Market Study, under our partnership with Farnsworth Group. These studies have the most industry participation of any currently available and gathers additional metrics from professional end users and retail channels.

## WDMA Conferences Continue to Provide Unique Content and Attendee Experience

- Despite the ongoing pandemic, WDMA continued to produce conferences in a virtual format in 2021, starting with the annual Spring Meeting and Legislative Conference in March. Conference attendees heard from Rep. Tom Emmer (R-MN) with the House Financial Services Committee and Rep. David Schweikert (R-AZ) with the House Ways and Means Committee, who discussed housing and tax policy. Jim Tobin, chief lobbyist for the National Association of Home Builders (NAHB) was also featured to discuss key housing initiatives.

Workplace safety, paid leave, healthcare and immigration were just a small set of issues that were discussed with attendees during sessions with Sen. Steve Daines (R-MT), Rep. Bill Huizenga (R-MI) and Marc Freedman, Vice President of Employment Policy, with the U.S. Chamber of Commerce.

- The Technical and Manufacturing Conference was streamed over the course of two days in June. The conference was kicked-off by a presentation on the results of WDMA's 2021 U.S. Industry Market Study by The Farnsworth Group. The curated conference program focused on the cross-section of talent and machining capabilities used by industry professionals today. In addition to the keynote sessions by the Farnsworth Group, and a TDI live demonstration, other sessions focused on both technical and professional development, and allow registrants to participate in leading-edge conversation on emerging technologies, manufacturing applications, and regulatory issues.
- WDMA hosted its Executive Management Conference over the course of several weeks in October and November and featured an array of top-notch speakers, including:
  - Megan Green, Global Economist, *Financial Times* columnist, and Senior Fellow, Harvard Kennedy School, discussing the impact of climate-change driven economic transformation on the industry,
  - Kermit Baker, Chief Economist with the American Institute of Architects (AIA), who reviewed the building and construction market landscape for new residential, remodeling, multifamily and commercial building.

- Ted Harrington, Executive Partner, Independent Security Evaluators (ISE), addressed the seemingly overwhelming collection of cybersecurity concerns with which today's business leaders contend.
- Daniel McGinn, Executive Editor, *Harvard Business Review*, examined how executives can manage their emotions and mindset to help boost their performance.